



MAY 15 – 28, 2013
POST BUY REPORT

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

in association with

 **Frontier Strategies**

June 30, 2013



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PREPARED BY

Maggie Clark
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IN ASSOCIATION WITH

 **Frontier Strategies**

Maggie Clark - 6/28/13 1:47 PM



Biloxi-Gulfport (B&C)
Post Book : Nielsen CMY/13
Order Book : Nielsen CFECMY

Agency: Maggie Clark Media Srvc	Flight: Flight 1 05/15/13-05/28/13	Post No: 67693	Order No: 551
Buyer: Maggie Clark	Lengths: :30	Company: Maggie Clark Media Srvc	
Advertiser: MDPS	Agcy Est No:	Telephone: 601-992-3111	
Campaign: Click It. Ticket.RV3			

All Stations

Spots Ordered	65
Spots Invoiced	213
Order Gross Cost	\$31,200.00
Invoice Gross Cost	\$30,950.00
	DMA RTG M 18-34
Ordered GRPs / Gross Impressions	281.7
Actual GRPs / Gross Impressions	193.8
GRP / Gross Impression Index	68.8
Actual Reach & Frequency	56.4 & 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.

The following stations have agreed to a make-good schedule for GRP shortfall. The schedule will air with the next flight placed for MDPS.

WLOX-TV	ELOX-TV
39.3 GRPs, M18-34	29.1 GRPs, M18-34

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.
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Agency: Maggie Clark Media Svcs	Flight: Flight 1 05/15/13-05/28/13	Post No: 67693	Order No: 551
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: CDE1AP2L	Telephone: 601-992-3111	
Campaign: Click It. Ticket.RV3			
Invoice No: 651410-1	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Spt Len	Invoice Rate	DMA RTG M 18-34	Rtg	Grp
ELOX-CBS									
Ord NCIS	05/15/13-05/19/13			2	:30	\$225.00	3.0	6.0	
Inv WLOX N/NCIS	05/21/13	Tue	6:59p		:30	\$225.00	1.0		
Inv NCIS	05/21/13	Tue	7:33p		:30	\$225.00	2.0		
Ord NCIS	05/22/13-05/26/13			2	:30	\$225.00	3.0	6.0	
Inv NCIS	05/28/13	Tue	7:30p		:30	\$225.00	2.0		
Inv NCIS	05/28/13	Tue	7:45p		:30	\$225.00	2.0		
Ord AMAZING RACE	05/15/13-05/19/13			2	:30	\$80.00	4.3	8.6	
Inv AMAZING RACE	05/19/13	Sun	7:55p		:30	\$80.00	1.1		
Inv (M) PGA GOLF	05/25/13	Sat	2:31p		:30	\$66.00	0.0		
Inv (M) PGA GOLF	05/25/13	Sat	3:58p		:30	\$66.00	0.0		
Ord AMAZING RACE	05/22/13-05/26/13			2	:30	\$80.00	4.3	8.6	
Inv (M) PGA GOLF	05/25/13	Sat	4:35p		:30	\$67.00	0.0		
Inv (M) PGA GOLF	05/26/13	Sun	2:38p		:30	\$67.00	0.5		
Ord THE GOOD WIFE	05/15/13-05/19/13			2	:30	\$80.00	4.3	8.6	
Inv (M) PGA GOLF	05/26/13	Sun	3:11p		:30	\$67.00	0.0		
Ord THE GOOD WIFE	05/22/13-05/26/13			2	:30	\$80.00	4.3	8.6	
Inv (M) PGA GOLF	05/26/13	Sun	4:26p		:30	\$67.00	0.6		
Inv THE GOOD WIFE	05/26/13	Sun	8:50p		:30	\$80.00	0.0		
ELOX- Invoiced Spots Not Matching Order									
Inv AMAZING RACE	05/26/13	Sun	7:48p		:30	\$80.00	1.1		
ELOX- Bonus Spots Applied									
Bonus WLOX NWS-6.30P	05/20/13	Mon	6:48p		:30	\$0.00	1.6		
Bonus WLOX NEWS-5PM	05/21/13	Tue	5:11p		:30	\$0.00	0.0		
Bonus WLOX NEWS-5PM	05/22/13	Wed	5:18p		:30	\$0.00	0.0		
Bonus WLOX NEWS-5PM	05/23/13	Thu	5:11p		:30	\$0.00	0.0		
Bonus WLOX NEWS-10PM	05/24/13	Fri	10:13p		:30	\$0.00	0.0		
Bonus EXTRA WK	05/25/13	Sat	11:24p		:30	\$0.00	0.0		
Bonus AVG. ALL WKS	05/26/13	Sun	9:29p		:30	\$0.00	0.7		
Bonus WLOX NW-10P SU	05/26/13	Sun	10:47p		:30	\$0.00	0.0		
Bonus WLOX NW-10P SU	05/26/13	Sun	10:45p		:30	\$0.00	0.0		
Bonus WLOX NW-10P SU	05/26/13	Sun	10:59p		:30	\$0.00	0.0		
ELOX- Ordered Spots Not Matching Invoice									
Ord THE GOOD WIFE	05/15/13-05/19/13			1	:30	\$80.00	4.3	4.3	
ELOX- Schedule Totals									

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.
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Agency: Maggie Clark Media Svcs	Flight: Flight 1 05/15/13-05/28/13	Post No: 67693	Order No: 551
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: CDE1AP2L	Telephone: 601-992-3111	
Campaign: Click It. Ticket.RV3			
Invoice No. 651410-1	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
							Rtg Grp
Spots Ordered	12		Order Gross Cost			\$1,540.00	Order Grp / Gr Imp 46.4
Spots Invoiced	23		Invoice Gross Cost			\$1,540.00	Invoice Grp / Gr Imp 12.6
Ordered-No Match	0						Grp / Gr Imp Index 27.2
Invoiced-No Match	1						Order Reach / Frequency 21.2 / 2.2
							Invoice Reach / Frequency 7.0 / 1.8
Bonus Spots	10						

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 05/15/13-05/28/13	Post No: 67693	Order No: 551
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: CDE1AP2L	Telephone: 601-992-3111	
Campaign: Click It. Ticket.RV3			
Invoice No: 951385-1	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA	RTG	M	18-34
							Rtg	Grp		
WLOX-ABC										
Ord	GOOD MORNING MS: 6-7AM	05/15/13-05/21/13	We-Tu	6:00a- 7:00a	5	:30	\$300.00	4.2	21.0	
Inv	GOOD MRN MISS	05/16/13	Thu	6:48a		:30	\$300.00	3.1		
Inv	GOOD MRN MISS	05/17/13	Fri	6:25a		:30	\$300.00	3.9		
Inv	GOOD MRN MISS	05/17/13	Fri	6:58a		:30	\$300.00	4.0		
Inv	GOOD MRN MISS	05/20/13	Mon	6:41a		:30	\$300.00	3.7		
Inv	GOOD MRN MISS	05/21/13	Tue	6:20a		:30	\$300.00	1.6		
Ord	GOOD MORNING MS: 6-7AM	05/22/13-05/28/13	We-Tu	6:00a- 7:00a	5	:30	\$300.00	4.2	21.0	
Inv	GOOD MRN MISS	05/22/13	Wed	6:28a		:30	\$300.00	1.1		
Inv	GOOD MRN MISS	05/23/13	Thu	6:30a		:30	\$300.00	3.1		
Inv	GOOD MRN MISS	05/24/13	Fri	6:25a		:30	\$300.00	3.9		
Inv	GOOD MRN MISS	05/27/13	Mon	6:49a		:30	\$300.00	2.7		
Inv	GOOD MRN MISS	05/28/13	Tue	6:11a		:30	\$300.00	1.6		
Ord	WLOX NEWS-5P	05/15/13-05/21/13	We-Tu	5:00p- 5:30p	1	:30	\$450.00	2.5	2.5	
Inv	WLOX NEWS-5PM	05/20/13	Mon	5:17p		:30	\$450.00	2.4		
Ord	WLOX NEWS-5P	05/22/13-05/28/13	We-Tu	5:00p- 5:30p	2	:30	\$450.00	2.5	5.0	
Inv	WLOX NEWS-5PM	05/22/13	Wed	5:16p		:30	\$450.00	0.0		
Inv	WLOX NEWS-5PM	05/27/13	Mon	5:28p		:30	\$450.00	2.4		
Ord	WLOX NEWS-6P	05/15/13-05/21/13	We-Tu	6:00p- 6:30p	5	:30	\$695.00	5.6	28.0	
Inv	WLOX NEWS-6PM	05/15/13	Wed	6:17p		:30	\$695.00	1.4		
Inv	WLOX NEWS-6PM	05/16/13	Thu	6:16p		:30	\$695.00	7.7		
Inv	WLOX NEWS-6PM	05/17/13	Fri	6:16p		:30	\$695.00	0.5		
Inv	WLOX NEWS-6PM	05/20/13	Mon	6:25p		:30	\$695.00	5.4		
Inv	WLOX NEWS-6PM	05/21/13	Tue	6:16p		:30	\$695.00	0.0		
Ord	WLOX NEWS-6P	05/22/13-05/28/13	We-Tu	6:00p- 6:30p	5	:30	\$695.00	5.6	28.0	
Inv	WLOX NEWS-6PM	05/22/13	Wed	6:11p		:30	\$695.00	1.4		
Inv	WLOX NEWS-6PM	05/23/13	Thu	6:00p		:30	\$695.00	8.2		
Inv	WLOX NEWS-6PM	05/24/13	Fri	6:16p		:30	\$695.00	0.5		
Inv	WLOX NEWS-6PM	05/27/13	Mon	6:11p		:30	\$695.00	5.4		
Inv	WLOX NEWS-6PM	05/28/13	Tue	6:11p		:30	\$695.00	0.0		
Ord	WHEEL OF FORTUNE	05/15/13-05/21/13	We-Tu	6:30p- 7:00p	5	:30	\$610.00	5.3	26.5	
Inv	WHEEL-FORTNE	05/15/13	Wed	6:59p		:30	\$610.00	1.6		
Inv	WHEEL-FORTNE	05/16/13	Thu	6:48p		:30	\$610.00	3.3		
Inv	WHEEL-FORTNE	05/17/13	Fri	6:48p		:30	\$610.00	1.8		
Inv	WHEEL-FORTNE	05/20/13	Mon	6:48p		:30	\$610.00	2.0		
Inv	WHEEL-FORTNE	05/21/13	Tue	6:38p		:30	\$610.00	1.1		
Ord	WHEEL OF FORTUNE	05/22/13-05/28/13	We-Tu	6:30p- 7:00p	5	:30	\$610.00	5.3	26.5	

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Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34	
							Rtg	Grp
Inv WHEEL-FORTNE	05/22/13	Wed	6:47p		:30	\$610.00	0.8	
Inv WHEEL-FORTNE	05/23/13	Thu	6:53p		:30	\$610.00	3.3	
Inv WHEEL-FORTNE	05/24/13	Fri	6:44p		:30	\$610.00	1.4	
Inv WHEEL-FORTNE	05/27/13	Mon	6:48p		:30	\$610.00	2.0	
Inv WHEEL-FORTNE	05/28/13	Tue	6:42p		:30	\$610.00	1.1	
Ord MIDDLE/FAMILY TOOLS	05/15/13-05/19/13			1	:30	\$1,530.00	4.3	4.3
Inv FAMILY	05/21/13	Tue	7:43p		:30	\$1,530.00	0.0	
Ord MIDDLE/FAMILY TOOLS	05/22/13-05/26/13			1	:30	\$1,530.00	4.3	4.3
Inv FAMILY	05/28/13	Tue	7:49p		:30	\$1,530.00	0.0	
Ord BODY OF PROOF	05/15/13-05/19/13			2	:30	\$900.00	3.4	6.8
Inv BODY OF PROOF	05/21/13	Tue	9:25p		:30	\$900.00	1.7	
Inv BODY OF PROOF	05/21/13	Tue	9:46p		:30	\$900.00	1.7	
Ord BODY OF PROOF	05/22/13-05/26/13			2	:30	\$900.00	3.4	6.8
Inv BODY OF PROOF	05/28/13	Tue	9:31p		:30	\$900.00	1.7	
Inv BODY OF PROOF	05/28/13	Tue	9:44p		:30	\$900.00	1.7	
WLOX- Invoiced Spots Not Matching Order								
WLOX- Bonus Spots Applied								
Bonus 20/20-FRI-ABC	05/17/13	Fri	9:36p		:30	\$0.00	1.5	
Bonus CASTLE-SYN	05/18/13	Sat	6:26a		:30	\$0.00	0.4	
Bonus AVG. ALL WKS	05/18/13	Sat	2:59p		:30	\$0.00	0.0	
Bonus STORM STORIES	05/19/13	Sun	6:29a		:30	\$0.00	0.0	
Bonus AMR-VIDEOS-ABC	05/19/13	Sun	6:43p		:30	\$0.00	6.3	
Bonus STEVE HARVEY!	05/21/13	Tue	2:54p		:30	\$0.00	0.0	
Bonus AMERICA NOW	05/21/13	Tue	3:17p		:30	\$0.00	0.0	
Bonus ENT TONIGHT 30	05/21/13	Tue	12:24a		:30	\$0.00	0.0	
Bonus AMERICA NOW	05/22/13	Wed	3:41p		:30	\$0.00	0.0	
Bonus WLOX N/J KIMM	05/22/13	Wed	10:30p		:30	\$0.00	2.2	
Bonus J KIMMEL!-ABC	05/22/13	Wed	11:01p		:30	\$0.00	0.0	
Bonus AMERICA NOW	05/23/13	Thu	3:40p		:30	\$0.00	0.0	
Bonus INSIDE EDITION	05/23/13	Thu	4:41p		:30	\$0.00	1.6	
Bonus ENT TONIGHT 30	05/23/13	Thu	12:24a		:30	\$0.00	0.0	
Bonus CHEW-ABC	05/24/13	Fri	12:29p		:30	\$0.00	0.0	
Bonus AMERICA NOW	05/24/13	Fri	3:47p		:30	\$0.00	0.0	
Bonus CASTLE-SYN	05/25/13	Sat	6:22a		:30	\$0.00	0.4	
Bonus WHEEL-FRTNE SA	05/25/13	Sat	6:37p		:30	\$0.00	0.0	
Bonus REVENGE	05/26/13	Sun	9:45p		:30	\$0.00	2.9	
Bonus WLOX NW1030 SU	05/26/13	Sun	10:51p		:30	\$0.00	4.3	
Bonus KELLY&MICHAEL	05/27/13	Mon	9:33a		:30	\$0.00	1.0	
Bonus STEVE HARVEY!	05/27/13	Mon	2:31p		:30	\$0.00	0.5	
Bonus STEVE HARVEY!	05/27/13	Mon	2:46p		:30	\$0.00	0.5	
Bonus STEVE HARVEY!	05/27/13	Mon	2:59p		:30	\$0.00	0.5	
Bonus AMERICA NOW	05/27/13	Mon	3:17p		:30	\$0.00	0.5	
Bonus AMERICA NOW	05/27/13	Mon	3:40p		:30	\$0.00	0.5	

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Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
							Rtg Grp
Bonus AMERICA NOW	05/27/13	Mon	3:59p		:30	\$0.00	1.2
Bonus WLOX NEWS-10PM	05/27/13	Mon	10:20p		:30	\$0.00	1.5
Bonus ENT TONIGHT 30	05/27/13	Mon	12:00a		:30	\$0.00	0.0
Bonus ENT TONIGHT 30	05/27/13	Mon	12:22a		:30	\$0.00	0.0
Bonus SHARK TANK-ABC	05/17/13	Fri	8:43p		:30	\$0.00	2.3
Bonus SAT NITE MOVIE	05/18/13	Sat	7:42p		:30	\$0.00	1.0
Bonus WLOX NEWS-5PM	05/27/13	Mon	5:16p		:30	\$0.00	2.4
Bonus CASTLE	05/20/13	Mon	9:39p		:30	\$0.00	2.6
WLOX- Ordered Spots Not Matching Invoice							
WLOX- Schedule Totals							
Spots Ordered	39	Order Gross Cost		\$24,060.00	Order Grp / Gr Imp		180.7
Spots Invoiced	73	Invoice Gross Cost		\$24,060.00	Invoice Grp / Gr Imp		123.3
Ordered-No Match	0				Grp / Gr Imp Index		68.2
Invoiced-No Match	0				Order Reach / Frequency		44.7 / 4.0
					Invoice Reach / Frequency		49.5 / 2.5
Bonus Spots	34						
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 05/15/13-05/28/13	Post No: 67693	Order No: 551
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: CDE1AP2L	Telephone: 601-992-3111	
Campaign: Click It. Ticket.RV3			
Invoice No: 316074	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Spt Len	Invoice Rate	DMA	RTG	M 18-34
							Rtg	Grp	
WXXV-FOX									
Ord	SO YOU THINK YOU CAN	05/15/13-05/19/13		2	:30	\$300.00	3.0*	6.0	
Inv (M)	RAISING HOPE	05/27/13	Mon 7:17p		:30	\$150.00	0.0		
Inv (M)	NEW GIRL	05/27/13	Mon 8:17p		:30	\$150.00	0.0		
Inv (M)	MINDY PROJECT	05/27/13	Mon 8:46p		:30	\$150.00	0.0		
Inv (M)	KITCHN NTM-FOX	05/24/13	Fri 7:41p		:30	\$125.00	0.8		
Inv (M)	BRAIN GAMES	05/24/13	Fri 8:44p		:30	\$125.00	1.3		
Ord	SO YOU THINK YOU CAN	05/22/13-05/26/13		2	:30	\$300.00	3.0*	6.0	
Inv (M)	YOU CAN DANCE	05/21/13	Tue 7:00p		:30	\$250.00	1.3		
Inv (M)	AM IDOL-TH-FOX	05/23/13	Thu 7:28p		:30	\$250.00	3.8		
Ord	MASTERCHEF	05/22/13-05/26/13		2	:30	\$675.00	5.0	10.0	
Inv (M)	AM IDOL-TH-FOX	05/16/13	Thu 7:00p		:30	\$650.00	3.8		
Inv (M)	AM IDOL-TH-FOX	05/16/13	Thu 7:28p		:30	\$650.00	3.8		
Ord	DOES SOMEONE HAVE TO GO?	05/22/13-05/26/13		2	:30	\$675.00	5.1	10.2	
Inv (M)	AMERICAN IDOL	05/16/13	Thu 8:04p		:30	\$650.00	2.1		
Inv (M)	AMERICAN IDOL	05/16/13	Thu 8:27p		:30	\$650.00	2.1		
Ord	HELL'S KITCHEN	05/22/13-05/26/13		2	:30	\$350.00	3.0	6.0	
Inv (M)	KITCHN NTM-FOX	05/17/13	Fri 7:26p		:30	\$200.00	0.8		
Inv	TOXIC OFFICE	05/23/13	Thu 8:27p		:30	\$200.00	2.1		
Ord	KITCHEN NIGHTMARES/BONES	05/15/13-05/19/13		2	:30	\$250.00	4.1	8.2	
Inv (M)	TWO & /KITCHN	05/17/13	Fri 6:59p		:30	\$200.00	0.4		
Inv (M)	YOU CAN DANCE	05/21/13	Tue 8:39p		:30	\$250.00	0.8		
Ord	KITCHEN NIGHTMARES/BONES	05/22/13-05/26/13		2	:30	\$250.00	4.1	8.2	
Inv (M)	AM IDOL-TH-FOX	05/23/13	Thu 7:47p		:30	\$250.00	3.1		
Inv (M)	YOU CAN DANCE	05/28/13	Tue 7:30p		:30	\$250.00	1.3		
WXXV- Invoiced Spots Not Matching Order									
Inv	TOXIC OFFICE	05/23/13	Thu 8:44p		:30	\$200.00	2.1		
WXXV- Bonus Spots Applied									
Bonus	PEOPLE'S COURT	05/17/13	Fri 8:19a		:30	\$0.00	0.0		
Bonus	DIVORCE CRT B	05/17/13	Fri 9:47a		:30	\$0.00	0.0		
Bonus	TWO & HALF MEN	05/17/13	Fri 5:26p		:30	\$0.00	4.0		
Bonus	HOW-MET-MOTHER	05/17/13	Fri 6:19p		:30	\$0.00	0.0		
Bonus	LAW&ORDER CI	05/17/13	Fri 9:15p		:30	\$0.00	0.6		
Bonus	TODAYS HMEOWNR	05/18/13	Sat 8:16a		:30	\$0.00	0.0		
Bonus	WEEKEND MAG	05/18/13	Sat 10:59a		:30	\$0.00	0.0		
Bonus	ED GORDON	05/18/13	Sat 1:36p		:30	\$0.00	0.0		
Bonus	BIG BANG	05/18/13	Sat 6:49p		:30	\$0.00	0.7		

* - Denotes estimated item(s).
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Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34	
							Rtg	Grp
Bonus BONES	05/18/13	Sat	9:18p		:30	\$0.00	0.7	
Bonus GULF SO OUTDRS	05/19/13	Sun	10:29a		:30	\$0.00	0.7	
Bonus MOVIE	05/19/13	Sun	1:17p		:30	\$0.00	1.5	
Bonus MOVIE	05/19/13	Sun	2:47p		:30	\$0.00	0.8	
Bonus MOVIE	05/19/13	Sun	4:14p		:30	\$0.00	0.8	
Bonus DIVORCE COURT	05/20/13	Mon	9:08a		:30	\$0.00	0.0	
Bonus BIG BNG THEORY	05/20/13	Mon	11:14p		:30	\$0.00	0.0	
Bonus FAMILY GUY	05/21/13	Tue	10:26p		:30	\$0.00	0.0	
Bonus FAMILY GUY B	05/21/13	Tue	10:47p		:30	\$0.00	0.0	
Bonus BIG BNG THEORY	05/21/13	Tue	11:25p		:30	\$0.00	0.0	
Bonus ANDERSON LIVE	05/22/13	Wed	1:22p		:30	\$0.00	0.0	
Bonus FAMILY GUY	05/22/13	Wed	10:19p		:30	\$0.00	0.0	
Bonus BIG BNG THEORY	05/22/13	Wed	11:29p		:30	\$0.00	0.0	
Bonus DIVORCE COURT	05/23/13	Thu	9:16a		:30	\$0.00	0.0	
Bonus ANDERSON LIVE	05/23/13	Thu	1:47p		:30	\$0.00	0.0	
Bonus LAW&ORDER CI	05/23/13	Thu	9:33p		:30	\$0.00	0.0	
Bonus JUDGE J BROWN	05/24/13	Fri	11:08a		:30	\$0.00	0.0	
Bonus BIG BNG THEORY	05/24/13	Fri	5:56p		:30	\$0.00	5.9	
Bonus TWO & HALF MEN	05/24/13	Fri	6:56p		:30	\$0.00	0.0	
Bonus UEFA CHAMPIONS	05/25/13	Sat	1:12p		:30	\$0.00	0.0	
Bonus UEFA CHAMPIONS	05/25/13	Sat	2:40p		:30	\$0.00	0.0	
Bonus SPORTS	05/25/13	Sat	4:24p		:30	\$0.00	0.0	
Bonus FOX NWS SUNDAY	05/26/13	Sun	8:34a		:30	\$0.00	0.7	
Bonus MOVIE	05/26/13	Sun	1:00p		:30	\$0.00	0.8	
Bonus MOVIE	05/26/13	Sun	2:29p		:30	\$0.00	0.8	
Bonus PEOPLE'S COURT	05/27/13	Mon	8:47a		:30	\$0.00	0.0	
Bonus DIVORCE COURT	05/27/13	Mon	9:24a		:30	\$0.00	0.0	
Bonus JUDGE ALEX B	05/27/13	Mon	10:45a		:30	\$0.00	0.0	
Bonus DR. PHIL	05/27/13	Mon	4:10p		:30	\$0.00	0.0	
Bonus BIG BNG THEORY	05/27/13	Mon	5:30p		:30	\$0.00	0.0	
Bonus PEOPLE'S COURT	05/28/13	Tue	8:51a		:30	\$0.00	0.0	
Bonus JUDGE ALEX	05/28/13	Tue	10:08a		:30	\$0.00	0.0	
Bonus JUDGE ALEX B	05/28/13	Tue	10:53a		:30	\$0.00	0.0	
Bonus JUDGE J BROWN	05/28/13	Tue	11:06a		:30	\$0.00	0.0	
Bonus DR. PHIL	05/28/13	Tue	4:31p		:30	\$0.00	0.0	
Bonus JUDGE J BROWN	05/17/13	Fri	11:26a		:30	\$0.00	0.0	
Bonus DR. PHIL	05/17/13	Fri	4:34p		:30	\$0.00	0.5	
Bonus FAMILY GUY	05/17/13	Fri	10:18p		:30	\$0.00	0.4	
Bonus BIG BNG THEORY	05/17/13	Fri	11:26p		:30	\$0.00	0.0	
Bonus ALWAYS SUNNY	05/17/13	Fri	11:39p		:30	\$0.00	0.0	
Bonus AVG. ALL WKS	05/18/13	Sat	12:01p		:30	\$0.00	0.0	
Bonus AVG. ALL WKS	05/18/13	Sat	12:31p		:30	\$0.00	0.0	
Bonus BEN & KATE	05/18/13	Sat	10:24p		:30	\$0.00	0.0	

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Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34	
							Rtg	Grp
Bonus BEN & KATE	05/18/13	Sat	11:15p		:30	\$0.00	0.0	
Bonus LIKE ABOUT SOUTH	05/18/13	Sat	11:29p		:30	\$0.00	0.0	
Bonus THAT'S-LIKE-SO	05/19/13	Sun	9:29a		:30	\$0.00	0.0	
Bonus AVG. ALL WKS	05/19/13	Sun	10:59a		:30	\$0.00	0.0	
Bonus AVG. ALL WKS	05/19/13	Sun	11:29a		:30	\$0.00	0.8	
Bonus FAMLY GUY WK B	05/19/13	Sun	10:17p		:30	\$0.00	0.7	
Bonus TWO&HF MN WK A	05/19/13	Sun	11:14p		:30	\$0.00	0.0	
Bonus DIVORCE CRT B	05/20/13	Mon	9:47a		:30	\$0.00	0.0	
Bonus JUDGE ALEX	05/20/13	Mon	10:09a		:30	\$0.00	0.0	
Bonus JUDGE ALEX B	05/20/13	Mon	10:46a		:30	\$0.00	0.0	
Bonus DOCTORS	05/20/13	Mon	3:12p		:30	\$0.00	0.0	
Bonus DIVORCE COURT	05/21/13	Tue	9:08a		:30	\$0.00	0.0	
Bonus DIVORCE CRT B	05/21/13	Tue	9:55a		:30	\$0.00	0.0	
Bonus JUDGE J BRWN B	05/21/13	Tue	11:49a		:30	\$0.00	0.0	
Bonus LAW&ORDER CI	05/21/13	Tue	9:36p		:30	\$0.00	0.4	
Bonus PEOPLE'S COURT	05/22/13	Wed	8:18a		:30	\$0.00	0.0	
Bonus JUDGE MATHIS	05/22/13	Wed	12:22p		:30	\$0.00	0.0	
Bonus TWO & HALF MEN	05/22/13	Wed	6:55p		:30	\$0.00	0.0	
Bonus BIG BNG THEORY	05/22/13	Wed	11:11p		:30	\$0.00	0.0	
Bonus PEOPLE'S COURT	05/23/13	Thu	8:32a		:30	\$0.00	0.0	
Bonus JUDGE ALEX B	05/23/13	Thu	10:38a		:30	\$0.00	0.0	
Bonus JUDGE ALEX B	05/23/13	Thu	10:55a		:30	\$0.00	0.0	
Bonus JUDGE J BROWN	05/23/13	Thu	11:09a		:30	\$0.00	0.0	
Bonus BIG BNG THEORY	05/23/13	Thu	11:17p		:30	\$0.00	0.0	
Bonus ANDERSON LIVE	05/24/13	Fri	1:26p		:30	\$0.00	0.6	
Bonus ANDERSON LIVE	05/24/13	Fri	1:47p		:30	\$0.00	0.6	
Bonus TWO & HALF MEN	05/24/13	Fri	5:24p		:30	\$0.00	4.0	
Bonus HOW-MET-MOTHER	05/24/13	Fri	6:26p		:30	\$0.00	0.0	
Bonus ALWAYS SUNNY	05/24/13	Fri	11:59p		:30	\$0.00	0.0	
Bonus TODAYS HMEOWNR	05/25/13	Sat	8:08a		:30	\$0.00	0.0	
Bonus AVG. ALL WKS	05/25/13	Sat	12:45p		:30	\$0.00	0.0	
Bonus AVG. ALL WKS	05/25/13	Sat	11:22p		:30	\$0.00	0.0	
Bonus AVG. ALL WKS	05/25/13	Sat	11:53p		:30	\$0.00	0.0	
Bonus GULF SO OUTDRS	05/26/13	Sun	10:29a		:30	\$0.00	0.7	
Bonus AVG. ALL WKS	05/26/13	Sun	2:58p		:30	\$0.00	0.8	
Bonus AVG. ALL WKS	05/26/13	Sun	4:06p		:30	\$0.00	0.8	
Bonus GULF-OUTDRS B	05/26/13	Sun	10:56p		:30	\$0.00	0.0	
Bonus JUDGE J BRWN B	05/27/13	Mon	11:54a		:30	\$0.00	0.0	
Bonus JUDGE MATHIS	05/27/13	Mon	12:31p		:30	\$0.00	0.0	
Bonus ANDERSON LIVE	05/27/13	Mon	1:59p		:30	\$0.00	0.0	
Bonus DR. OZ	05/27/13	Mon	2:37p		:30	\$0.00	0.0	
Bonus DOCTORS	05/27/13	Mon	3:21p		:30	\$0.00	0.0	
Bonus PEOPLE'S COURT	05/28/13	Tue	8:26a		:30	\$0.00	0.0	

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Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
							Rtg Grp
Bonus DIVORCE CRT B	05/28/13	Tue	9:39a		:30	\$0.00	0.0
Bonus JUDGE J BRWN B	05/28/13	Tue	11:39a		:30	\$0.00	0.0
Bonus FAMILY GUY	05/28/13	Tue	10:26p		:30	\$0.00	0.0
Bonus FAMILY GUY B	05/28/13	Tue	10:47p		:30	\$0.00	0.0
WXXV- Ordered Spots Not Matching Invoice							
WXXV- Schedule Totals							
Spots Ordered	14	Order Gross Cost		\$5,600.00	Order Grp / Gr Imp		54.6
Spots Invoiced	117	Invoice Gross Cost		\$5,350.00	Invoice Grp / Gr Imp		57.9
Ordered-No Match	0				Grp / Gr Imp Index		106.0
Invoiced-No Match	1				Order Reach / Frequency		25.2 / 2.2
					Invoice Reach / Frequency		28.2 / 2.1
Bonus Spots	99						

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 - 6/28/13 2:41 PM

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



Post Book : Nielsen CMY/13

Order Book : Nielsen CFECMY

Agency: Maggie Clark Media Srvc	Flight: Flight 1 05/15/13-05/28/13	Post No: 67694	Order No: 545
Buyer: Maggie Clark	Lengths: :30	Company: Maggie Clark Media Srvc	
Advertiser: MDPS	Agcy Est No:	Telephone: 601-992-3111	
Campaign: Click It. Ticket.RV3			

All Stations

Spots Ordered	48
Spots Invoiced	88
Order Gross Cost	\$13,000.00
Invoice Gross Cost	\$13,000.00
	DMA RTG M 18-34
Ordered GRPs / Gross Impressions	303.0
Actual GRPs / Gross Impressions	116.2
GRP / Gross Impression Index	38.3
Actual Reach & Frequency	47.2 & 2.5

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

The following stations have agreed to a make-good schedule for GRP shortfall. The schedule will air with the next flight placed for MDPS.

WCBI-TV	WTVA-TV
109.7 GRPs, M18-34	46.8 GRPs, M18-34

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Agency: Maggie Clark Media Svcs	Flight: Flight 1 05/15/13-05/28/13	Post No: 67694	Order No: 545
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: CDE1AP2L	Telephone: 601-992-3111	
Campaign: Click It. Ticket.RV3			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
							Rtg Grp
GCBI-CW							
GCBI- Invoiced Spots Not Matching Order							
GCBI- Bonus Spots Applied							
Bonus JEREMY KYLE SH	05/16/13	Thu	10:48a		:30	\$0.00	0.0
Bonus BETTER	05/18/13	Sat	5:29a		:30	\$0.00	0.0
Bonus HOUSE-PYN WK B	05/18/13	Sat	1:40p		:30	\$0.00	0.0
Bonus CW MOVIE 3	05/19/13	Sun	2:49p		:30	\$0.00	0.0
Bonus CW MOVIE-WEEK	05/19/13	Sun	8:30p		:30	\$0.00	0.0
Bonus HOUSE-PYN	05/20/13	Mon	8:40p		:30	\$0.00	0.0
Bonus WENDY WILLIAMS	05/21/13	Tue	11:50a		:30	\$0.00	0.0
Bonus DAILY BUZZ 2	05/23/13	Thu	7:13a		:30	\$0.00	0.0
Bonus COPS WK B	05/25/13	Sat	8:50p		:30	\$0.00	0.0
Bonus THT 70S SHW WK	05/25/13	Sat	9:19p		:30	\$0.00	0.0
Bonus SEINFELD WK B	05/26/13	Sun	9:59p		:30	\$0.00	0.0
Bonus MADE-HOLLYWOOD	05/26/13	Sun	1:27p		:30	\$0.00	0.0

GCBI- Ordered Spots Not Matching Invoice							
GCBI- Schedule Totals							
Spots Ordered	0	Order Gross Cost		0	Order Grp / Gr Imp		0
Spots Invoiced	12	Invoice Gross Cost		\$0.00	Invoice Grp / Gr Imp		0.0
Ordered-No Match	0				Grp / Gr Imp Index		0
Invoiced-No Match	0				Order Reach / Frequency		0 / 0
					Invoice Reach / Frequency		0.0 / 0.0
Bonus Spots	12						

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 05/15/13-05/28/13	Post No: 67694	Order No: 545
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: CDE1AP2L	Telephone: 601-992-3111	
Campaign: Click It. Ticket.RV3			
Invoice No: 316462	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Spt Len	Invoice Rate	DMA Rtg	M 18-34 Grp
WCBI-CBS								
Ord WCBI NEWS AT 10P	05/15/13-05/21/13	We-Tu	10:00p-10:35p	5	:30	\$195.00	4.9	24.5
Inv WCBI NEWS-TEN	05/16/13	Thu	10:16p		:30	\$195.00	0.0	
Inv WCBI NEWS-TEN	05/20/13	Mon	10:11p		:30	\$195.00	0.0	
Inv WCBI NEWS-TEN	05/21/13	Tue	10:11p		:30	\$195.00	2.4	
Inv WCBI NEWS-TEN	05/17/13	Fri	10:11p		:30	\$195.00	2.5	
Inv (M) NEWS 4 @10 WK	05/18/13	Sat	10:07p		:30	\$95.00	0.0	
Inv (M) NEWS 4 @10 WK	05/25/13	Sat	10:30p		:30	\$100.00	0.3	
Ord WCBI NEWS AT 10P	05/22/13-05/28/13	We-Tu	10:00p-10:35p	5	:30	\$195.00	4.9	24.5
Inv WCBI NEWS-TEN	05/22/13	Wed	10:27p		:30	\$195.00	0.0	
Inv WCBI NEWS-TEN	05/23/13	Thu	10:10p		:30	\$195.00	0.0	
Inv WCBI NEWS-TEN	05/27/13	Mon	10:26p		:30	\$195.00	0.0	
Inv WCBI NEWS-TEN	05/28/13	Tue	10:09p		:30	\$195.00	2.4	
Inv WCBI NEWS-TEN	05/24/13	Fri	10:16p		:30	\$195.00	2.5	
Ord AMAZING RACE	05/15/13-05/19/13			2	:30	\$300.00	9.0	18.0
Inv (M) TIM MCGRAW SPCL	05/19/13	Sun	8:29p		:30	\$300.00	1.0*	
Inv (M) HAWAII 5-0-CBS	05/20/13	Mon	9:28p		:30	\$300.00	0.7	
Ord AMAZING RACE	05/22/13-05/26/13			2	:30	\$300.00	9.0	18.0
Inv NCIS: LA	05/26/13	Sun	7:29p		:30	\$300.00	1.1	
Inv NCIS: LA	05/26/13	Sun	7:45p		:30	\$300.00	1.1	
Ord THE GOOD WIFE	05/15/13-05/19/13			1	:30	\$300.00	10.1	10.1
Inv (M) BLUE BLOODS	05/24/13	Fri	9:30p		:30	\$300.00	0.5	
Ord THE GOOD WIFE	05/22/13-05/26/13			1	:30	\$300.00	10.1	10.1
Inv THE GOOD WIFE	05/26/13	Sun	8:45p		:30	\$300.00	0.0	
Ord THE MENTALIST	05/15/13-05/19/13			2	:30	\$300.00	7.4	14.8
Inv (M) TIM MCGRAW SPCL	05/19/13	Sun	8:59p		:30	\$300.00	1.0*	
Inv TIM MCGRAW SPCL	05/19/13	Sun	9:29p		:30	\$300.00	1.8*	
Ord THE MENTALIST	05/22/13-05/26/13			2	:30	\$300.00	7.4	14.8
Inv THE MENTALIST	05/26/13	Sun	9:28p		:30	\$300.00	0.8	
Inv THE MENTALIST	05/26/13	Sun	9:45p		:30	\$300.00	0.8	
Ord WCBI NEWS AT 10P-SUN	05/15/13-05/19/13			1	:30	\$150.00	6.9	6.9
Inv WCBI NEWS-TEN	05/19/13	Sun	10:21p		:30	\$150.00	1.5	
Ord WCBI NEWS AT 10P-SUN	05/22/13-05/26/13			1	:30	\$150.00	6.9	6.9
Inv WCBI NEWS-TEN	05/26/13	Sun	10:25p		:30	\$150.00	1.5	
WCBI- Invoiced Spots Not Matching Order								
WCBI- Bonus Spots Applied								
Bonus LT-FERGUSN-CBS	05/16/13	Thu	12:16a		:30	\$0.00	0.9	

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Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
							Rtg Grp
Bonus SHORT FILMS	05/18/13	Sat	3:27a		:30	\$0.00	0.0
Bonus GOSPEL MUSIC	05/19/13	Sun	1:49p		:30	\$0.00	0.0
Bonus LATE LATE SHOW	05/20/13	Mon	12:32a		:30	\$0.00	0.9
Bonus ELLEN	05/21/13	Tue	4:22p		:30	\$0.00	0.0
Bonus LETS-DEAL2-CBS	05/22/13	Wed	2:57p		:30	\$0.00	0.3
Bonus SHORT FILMS	05/23/13	Thu	1:25a		:30	\$0.00	0.0
Bonus LATE MOVIE	05/24/13	Fri	4:04a		:30	\$0.00	0.0
Bonus ELEC PLAYGROUND	05/25/13	Sat	3:26a		:30	\$0.00	0.0
Bonus UP TO MIN-CBS	05/26/13	Sun	2:25a		:30	\$0.00	0.0
Bonus GOSPEL MUSIC	05/25/13	Sat	4:50a		:30	\$0.00	0.0
WCBI- Ordered Spots Not Matching Invoice							
WCBI- Schedule Totals							
Spots Ordered	22	Order Gross Cost		\$5,250.00	Order Grp / Gr Imp		148.6
Spots Invoiced	34	Invoice Gross Cost		\$5,250.00	Invoice Grp / Gr Imp		24.0
Ordered-No Match	0				Grp / Gr Imp Index		16.2
Invoiced-No Match	0				Order Reach / Frequency		57.1 / 2.6
					Invoice Reach / Frequency		13.2 / 1.8
Bonus Spots	11						
<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 05/15/13-05/28/13	Post No: 67694	Order No: 545
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: CDE1AP2L	Telephone: 601-992-3111	
Campaign: Click It. Ticket.RV3			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34	Rtg	Grp
WTVA-NBC									
Ord WTVA 5P NEWS	05/15/13-05/21/13	We-Tu	5:00p- 5:30p	2	:30	\$160.00	4.8	9.6	
Inv WTVA NEWS-FIVE	05/16/13	Thu	5:16p		:30	\$160.00		0.8	
Inv WTVA NEWS-FIVE	05/20/13	Mon	5:28p		:30	\$160.00		5.2	
Ord WTVA 5P NEWS	05/22/13-05/28/13	We-Tu	5:00p- 5:30p	2	:30	\$160.00	4.8	9.6	
Inv WTVA NEWS-FIVE	05/22/13	Wed	5:12p		:30	\$160.00		2.1	
Inv WTVA NEWS-FIVE	05/27/13	Mon	5:09p		:30	\$160.00		5.2	
Ord WTVA 6P NEWS	05/15/13-05/21/13	We-Tu	6:00p- 6:30p	3	:30	\$325.00	6.5	19.5	
Inv WTVA NEWS-SIX	05/16/13	Thu	6:21p		:30	\$325.00		2.3	
Inv WTVA NEWS-SIX	05/20/13	Mon	6:21p		:30	\$325.00		5.3	
Inv WTVA NEWS-SIX	05/21/13	Tue	6:21p		:30	\$325.00		2.5	
Ord WTVA 6P NEWS	05/22/13-05/28/13	We-Tu	6:00p- 6:30p	3	:30	\$325.00	6.5	19.5	
Inv WTVA NEWS-SIX	05/23/13	Thu	6:20p		:30	\$325.00		2.3	
Inv WTVA NEWS-SIX	05/27/13	Mon	6:22p		:30	\$325.00		5.3	
Inv WTVA NEWS-SIX	05/28/13	Tue	6:15p		:30	\$325.00		2.5	
Ord WHEEL OF FORTUNE	05/15/13-05/21/13	We-Tu	6:30p- 7:00p	4	:30	\$325.00	6.1	24.4	
Inv WHEEL-FORTNE	05/16/13	Thu	6:38p		:30	\$325.00		2.6	
Inv WHEEL-FORTNE	05/17/13	Fri	6:37p		:30	\$325.00		2.9	
Inv WHEEL-FORTNE	05/20/13	Mon	6:48p		:30	\$325.00		6.5	
Inv WHEEL-FORTNE	05/21/13	Tue	6:38p		:30	\$325.00		2.5	
Ord WHEEL OF FORTUNE	05/22/13-05/28/13	We-Tu	6:30p- 7:00p	4	:30	\$325.00	6.1	24.4	
Inv WHEEL-FORTNE	05/22/13	Wed	6:47p		:30	\$325.00		1.3	
Inv WHEEL-FORTNE	05/23/13	Thu	6:41p		:30	\$325.00		2.6	
Inv WHEEL-FORTNE	05/24/13	Fri	6:43p		:30	\$325.00		2.9	
Inv WHEEL-FORTNE	05/27/13	Mon	6:43p		:30	\$325.00		5.9	
Ord WTVA 10P NEWS	05/15/13-05/21/13	We-Tu	10:00p-10:35p	1	:30	\$360.00	4.8	4.8	
Inv WTVA NEWS-TEN	05/16/13	Thu	10:16p		:30	\$360.00		3.5	
Ord WTVA 10P NEWS	05/22/13-05/28/13	We-Tu	10:00p-10:35p	1	:30	\$360.00	4.8	4.8	
Inv WTVA NEWS-TEN	05/23/13	Thu	10:16p		:30	\$360.00		3.5	
Ord REVOLUTION	05/15/13-05/19/13			2	:30	\$300.00	7.5	15.0	
Inv REVOLUTION-NBC	05/20/13	Mon	9:14p		:30	\$300.00		5.3	
Inv REVOLUTION-NBC	05/20/13	Mon	9:47p		:30	\$300.00		3.8	
Ord REVOLUTION	05/22/13-05/26/13			1	:30	\$300.00	7.5	7.5	
Inv REVOLUTION-NBC	05/27/13	Mon	9:32p		:30	\$300.00		4.5	
Ord CHICAGO FIRE	05/15/13-05/19/13			1	:30	\$320.00	5.1	5.1	
Inv CHCGO FIRE-NBC	05/15/13	Wed	9:09p		:30	\$320.00		2.4	
Ord CHICAGO FIRE	05/22/13-05/26/13			1	:30	\$320.00	5.1	5.1	

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Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34	
							Rtg	Grp
Inv CHCGO FIRE-NBC	05/22/13	Wed	9:09p		:30	\$320.00	2.4	
Ord CHICAGO FIRE: SEASON FINAL	05/22/13-05/26/13			1	:30	\$300.00	5.1	5.1
Inv CHCGO FIRE-NBC	05/22/13	Wed	9:59p		:30	\$300.00	2.9	
WTVA- Invoiced Spots Not Matching Order								
WTVA- Bonus Spots Applied								
Bonus KELLY&MICHAEL	05/17/13	Fri	10:28a		:30	\$0.00	0.0	
Bonus TODAY SHW3-NBC	05/17/13	Fri	11:59a		:30	\$0.00	0.0	
Bonus K BAINS SAT-SH	05/18/13	Sat	6:18a		:30	\$0.00	0.0	
Bonus K BAINS SAT-SH	05/18/13	Sat	6:55a		:30	\$0.00	0.0	
Bonus CAMPUS RPT	05/19/13	Sun	6:59a		:30	\$0.00	0.0	
Bonus STORM STORIES	05/19/13	Sun	8:20a		:30	\$0.00	0.0	
Bonus MILLIONAIRE	05/24/13	Fri	1:45p		:30	\$0.00	0.0	
Bonus DR. PHIL	05/24/13	Fri	3:12p		:30	\$0.00	0.4	
Bonus DR. OZ	05/24/13	Fri	4:39p		:30	\$0.00	0.0	
Bonus TONITE SHW-NBC	05/24/13	Fri	11:29p		:30	\$0.00	0.0	
Bonus NATIONAL HOCKEY	05/25/13	Sat	7:05p		:30	\$0.00	0.0	
Bonus SNL PRM-SA-NBC	05/25/13	Sat	9:05p		:30	\$0.00	0.6	
Bonus STORM STORIES	05/26/13	Sun	8:26a		:30	\$0.00	0.0	
Bonus JEOPARDY	05/22/13	Wed	2:24p		:30	\$0.00	2.2	
Bonus DR. OZ	05/23/13	Thu	4:39p		:30	\$0.00	0.0	
Bonus NATIONAL HOCKEY	05/25/13	Sat	8:04p		:30	\$0.00	0.0	
WTVA- Ordered Spots Not Matching Invoice								
WTVA- Schedule Totals								
Spots Ordered	26	Order Gross Cost		\$7,750.00	Order Grp / Gr Imp		154.4	
Spots Invoiced	42	Invoice Gross Cost		\$7,750.00	Invoice Grp / Gr Imp		92.2	
Ordered-No Match	0				Grp / Gr Imp Index		59.7	
Invoiced-No Match	0				Order Reach / Frequency		54.8 / 2.8	
					Invoice Reach / Frequency		43.0 / 2.1	
Bonus Spots	16							
NOTE: Spots Invoiced represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. Invoiced-No Match represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. Invoice versus Order estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.								

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Post Reconciliation Summary

Maggie Clark - 6/28/13 4:02 PM

Greenwood-Greenville (B&C)
Post Book : Nielsen CMY/13
Order Book : Nielsen CFECMY

Agency: Maggie Clark Media Svcs	Flight: Flight 1 05/15/13-05/28/13	Post No: 67695	Order No: 552
Buyer: Maggie Clark	Lengths: :30	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Agcy Est No:	Telephone: 601-992-3111	
Campaign: Click It. Ticket.RV3			

All Stations

Spots Ordered	50
Spots Invoiced	50
Order Gross Cost	\$9,320.00
Invoice Gross Cost	\$9,320.00
DMA RTG M 18-34	
Ordered GRPs / Gross Impressions	203.0
Actual GRPs / Gross Impressions	161.1
GRP / Gross Impression Index	79.4
Actual Reach & Frequency	55.9 & 2.9

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

The following stations have agreed to a make-good schedule for GRP shortfall. The schedule will air with the next flight placed for MDPS.

WXVT-TV

50.5 GRPs, M18-34

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Agency: Maggie Clark Media Svcs	Flight: Flight 1 05/15/13-05/28/13	Post No: 67695	Order No: 552
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: CDE1AP2L	Telephone: 601-992-3111	
Campaign: Click It. Ticket.RV3			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA Rtg	M 18-34 Grp
WABG-ABC								
Ord EYEWITNESS NEWS - 6PM	05/15/13-05/21/13	We-Tu	6:00p- 6:30p	2	:30	\$160.00	2.9	5.8
Inv ABC6 NEWS AT 6	05/16/13	Thu	6:11p		:30	\$160.00	8.5	
Inv ABC6 NEWS AT 6	05/20/13	Mon	6:28p		:30	\$160.00	5.1	
Ord EYEWITNESS NEWS - 6PM	05/22/13-05/28/13	We-Tu	6:00p- 6:30p	2	:30	\$160.00	2.9	5.8
Inv ABC6 NEWS AT 6	05/23/13	Thu	6:29p		:30	\$160.00	8.5	
Inv ABC6 NEWS AT 6	05/27/13	Mon	6:29p		:30	\$160.00	5.1	
Ord EYEWITNESS NEWS - 10PM	05/15/13-05/21/13	We-Tu	10:00p-10:35p	4	:30	\$160.00	3.1	12.4
Inv ABC6 NWS AT 10	05/16/13	Thu	10:32p		:30	\$160.00	7.2	
Inv ABC6 NWS AT 10	05/17/13	Fri	10:12p		:30	\$160.00	11.9	
Inv ABC6 NWS AT 10	05/20/13	Mon	10:34p		:30	\$160.00	2.1	
Inv ABC6 NWS 15 10	05/21/13	Tue	10:34p		:30	\$160.00	4.0	
Ord EYEWITNESS NEWS - 10PM	05/22/13-05/28/13	We-Tu	10:00p-10:35p	4	:30	\$160.00	3.1	12.4
Inv ABC6 NWS AT 10	05/22/13	Wed	10:12p		:30	\$160.00	7.1	
Inv ABC6 NWS AT 10	05/23/13	Thu	10:19p		:30	\$160.00	11.4	
Inv ABC6 NWS AT 10	05/24/13	Fri	10:31p		:30	\$160.00	11.5	
Inv ABC6 NWS AT 10	05/27/13	Mon	10:12p		:30	\$160.00	2.6	
Ord SPLASH	05/15/13-05/19/13			1	:30	\$225.00	3.7	3.7
Inv AVG. ALL WKS	05/21/13	Tue	7:20p		:30	\$225.00	0.5	
Ord SPLASH	05/22/13-05/26/13			1	:30	\$225.00	3.7	3.7
Inv AVG. ALL WKS	05/28/13	Tue	7:27p		:30	\$225.00	0.5	
Ord GREY'S ANATOMY	05/15/13-05/19/13			2	:30	\$325.00	4.8	9.6
Inv GREY ANTMY-ABC	05/16/13	Thu	8:20p		:30	\$325.00	0.5	
Inv GREY ANTMY-ABC	05/16/13	Thu	8:41p		:30	\$325.00	5.3	
Ord GREY'S ANATOMY	05/22/13-05/26/13			2	:30	\$325.00	4.8	9.6
Inv GREY ANTMY-ABC	05/23/13	Thu	8:29p		:30	\$325.00	2.9	
Inv GREY ANTMY-ABC	05/23/13	Thu	8:41p		:30	\$325.00	5.3	
Ord SHARK TANK	05/15/13-05/19/13			1	:30	\$225.00	3.3	3.3
Inv SHARK TANK-ABC	05/17/13	Fri	8:43p		:30	\$225.00	0.0	
Ord SHARK TANK	05/22/13-05/26/13			1	:30	\$225.00	3.3	3.3
Inv SHARK TANK-ABC	05/24/13	Fri	8:40p		:30	\$225.00	0.0	
Ord EYEWITNESS NEWS-10P/SAT	05/15/13-05/19/13			1	:30	\$100.00	5.0	5.0
Inv ABC6 NEWS SAT	05/18/13	Sat	10:20p		:30	\$100.00	3.5	
Ord EYEWITNESS NEWS-10P/SAT	05/22/13-05/26/13			1	:30	\$100.00	5.0	5.0
Inv ABC6 NEWS SAT	05/25/13	Sat	10:27p		:30	\$100.00	3.5	
Ord CRIMINAL MINDS	05/15/13-05/19/13			2	:30	\$40.00	3.7	7.4
Inv CRIMINAL MINDS	05/18/13	Sat	10:55p		:30	\$40.00	3.5	

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Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34	
							Rtg	Grp
Inv CRIMINAL MINDS	05/18/13	Sat	11:32p		:30	\$40.00	3.5	
Ord CRIMINAL MINDS	05/22/13-05/26/13			2	:30	\$40.00	3.7	7.4
Inv CRIMINAL MINDS	05/25/13	Sat	11:23p		:30	\$40.00	3.5	
Inv CASTLE-SYN	05/25/13	Sat	11:33p		:30	\$40.00	3.5	
Ord REVENGE	05/15/13-05/19/13			1	:30	\$300.00	3.0	3.0
Inv (M) AVG. ALL WKS	05/19/13	Sun	9:23p		:30	\$300.00	1.3	
Ord REVENGE	05/22/13-05/26/13			1	:30	\$300.00	3.0	3.0
Inv AVG. ALL WKS	05/26/13	Sun	8:26p		:30	\$300.00	1.3	
Ord EYEWITNESS NEWS - 10P/SUN	05/15/13-05/19/13			1	:30	\$125.00	3.2	3.2
Inv ABC6 NEWS SUN	05/19/13	Sun	10:23p		:30	\$125.00	2.8	
Ord EYEWITNESS NEWS - 10P/SUN	05/22/13-05/26/13			1	:30	\$125.00	3.2	3.2
Inv ABC6 NEWS SUN	05/26/13	Sun	10:18p		:30	\$125.00	2.8	
Ord LOCAL SPORTS REVIEW	05/15/13-05/19/13			1	:30	\$70.00	4.3	4.3
Inv SUN NT SPRT SH	05/19/13	Sun	10:46p		:30	\$70.00	2.8	
Ord LOCAL SPORTS REVIEW	05/22/13-05/26/13			1	:30	\$70.00	4.3	4.3
Inv SUN NT SPRT SH	05/26/13	Sun	10:55p		:30	\$70.00	2.8	
WABG- Invoiced Spots Not Matching Order								
WABG- Bonus Spots Applied								
WABG- Ordered Spots Not Matching Invoice								
WABG- Schedule Totals								
Spots Ordered	32	Order Gross Cost		\$5,470.00	Order Grp / Gr Imp		115.4	
Spots Invoiced	32	Invoice Gross Cost		\$5,470.00	Invoice Grp / Gr Imp		134.8	
Ordered-No Match	0				Grp / Gr Imp Index		116.8	
Invoiced-No Match	0				Order Reach / Frequency		39.7 / 2.9	
Bonus Spots	0				Invoice Reach / Frequency		51.3 / 2.6	
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 05/15/13-05/28/13	Post No: 67695	Order No: 552
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: CDE1AP2L	Telephone: 601-992-3111	
Campaign: Click It. Ticket.RV3			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA Rtg	M 18-34 Grp
WXVT-CBS								
Ord DELTA NEWS 15-6P	05/15/13-05/21/13	We-Tu	6:00p- 6:30p	2	:30	\$150.00	2.9	5.8
Inv DELTA NEWS @ 6	05/16/13	Thu	6:18p		:30	\$150.00	0.0	
Inv DELTA NEWS @ 6	05/20/13	Mon	6:15p		:30	\$150.00	5.2	
Ord DELTA NEWS 15-6P	05/22/13-05/28/13	We-Tu	6:00p- 6:30p	2	:30	\$150.00	2.9	5.8
Inv DELTA NEWS @ 6	05/23/13	Thu	6:10p		:30	\$150.00	0.0	
Inv DELTA NEWS @ 6	05/27/13	Mon	6:14p		:30	\$150.00	5.2	
Ord MET MOTHER/RULES-	05/15/13-05/19/13			1	:30	\$225.00	4.0	4.0
Inv MET YOUR MOTHER	05/20/13	Mon	7:12p		:30	\$225.00	2.5	
Ord MET MOTHER/RULES-	05/22/13-05/26/13			1	:30	\$225.00	4.0	4.0
Inv MET YOUR MOTHER	05/27/13	Mon	7:20p		:30	\$225.00	2.5	
Ord AMAZING RACE	05/15/13-05/19/13			1	:30	\$225.00	5.8	5.8
Inv (M) RULES EGMNT	05/20/13	Mon	7:44p		:30	\$225.00	0.9	
Ord AMAZING RACE	05/22/13-05/26/13			2	:30	\$225.00	5.8	11.6
Inv AMAZING RACE	05/26/13	Sun	7:36p		:30	\$225.00	0.0	
Inv AMAZING RACE	05/26/13	Sun	7:48p		:30	\$225.00	0.0	
Ord THE GOOD WIFE	05/15/13-05/19/13			3	:30	\$225.00	5.8	17.4
Inv (M) AVG. ALL WKS	05/20/13	Mon	8:18p		:30	\$225.00	0.0	
Inv TIM McGRAW SPCL	05/19/13	Sun	8:27p		:30	\$225.00	1.5*	
Inv TIM McGRAW SPCL	05/19/13	Sun	8:54p		:30	\$225.00	1.5*	
Ord THE GOOD WIFE	05/22/13-05/26/13			2	:30	\$225.00	5.8	11.6
Inv THE GOOD WIFE	05/26/13	Sun	8:39p		:30	\$225.00	0.5	
Inv THE GOOD WIFE	05/26/13	Sun	8:50p		:30	\$225.00	0.5	
Ord TIM McGRAW SPECIAL	05/15/13-05/19/13			4	:30	\$250.00	5.4	21.6
Inv TIM McGRAW SPCL	05/19/13	Sun	9:19p		:30	\$250.00	1.5*	
Inv TIM McGRAW SPCL	05/19/13	Sun	9:31p		:30	\$250.00	1.5*	
Inv TIM McGRAW SPCL	05/19/13	Sun	9:35p		:30	\$250.00	1.5*	
Inv TIM McGRAW SPCL	05/19/13	Sun	9:47p		:30	\$250.00	1.5*	
WXVT- Invoiced Spots Not Matching Order								
WXVT- Bonus Spots Applied								
WXVT- Ordered Spots Not Matching Invoice								
WXVT- Schedule Totals								

* - Denotes estimated item(s).
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Agency: Maggie Clark Media Svcs	Flight: Flight 1 05/15/13-05/28/13	Post No: 67695	Order No: 552
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: CDE1AP2L	Telephone: 601-992-3111	
Campaign: Click It. Ticket.RV3			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
							Rtg Grp
Spots Ordered	18		Order Gross Cost			\$3,850.00	Order Grp / Gr Imp 87.6
Spots Invoiced	18		Invoice Gross Cost			\$3,850.00	Invoice Grp / Gr Imp 26.3
Ordered-No Match	0						Grp / Gr Imp Index 30.0
Invoiced-No Match	0						Order Reach / Frequency 35.5 / 2.5
							Invoice Reach / Frequency 13.4 / 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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Maggie Clark - 6/29/13 1:12 PM

Hattiesburg-Laurel (B&C)



Post Book : Nielsen CMY/13

Order Book : Nielsen CFECMY

Agency: Maggie Clark Media Srvc	Flight: Flight 1 05/15/13-05/28/13	Post No: 67696	Order No: 553
Buyer: Maggie Clark	Lengths: :30	Company: Maggie Clark Media Srvc	
Advertiser: MDPS	Agcy Est No:	Telephone: 601-992-3111	
Campaign: Click It. Ticket.RV3			

All Stations

Spots Ordered	75
Spots Invoiced	148
Order Gross Cost	\$15,475.00
Invoice Gross Cost	\$15,475.00
DMA RTG M 18-34	
Ordered GRPs / Gross Impressions	238.0
Actual GRPs / Gross Impressions	122.5
GRP / Gross Impression Index	51.5
Actual Reach & Frequency	48.9 & 2.5

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

The following stations have agreed to a make-good schedule for GRP shortfall. The schedule will air with the next flight placed for MDPS.

WHLT-TV	WHMP-TV
61.0 GRPs, M18-34	31.5 GRPs, M18-34

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Agency: Maggie Clark Media Svcs	Flight: Flight 1 05/15/13-05/28/13	Post No: 67696	Order No: 553
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: CDE1AP2L	Telephone: 601-992-3111	
Campaign: Click It. Ticket.RV3			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA	RTG	M	18-34
							Rtg	Grp		
WDAM-NBC										
Ord	NEWS 7 TODAY-530AM	05/15/13-05/21/13	We-Tu 5:30a- 6:00a	5	:30	\$85.00	1.4	7.0		
Inv	NW7 TODAY ERLY	05/16/13	Thu 5:58a		:30	\$85.00	3.2			
Inv	NW7 TODAY ERLY	05/17/13	Fri 5:42a		:30	\$85.00	1.0			
Inv	NW7 TODAY ERLY	05/17/13	Fri 5:58a		:30	\$85.00	1.0			
Inv	NW7 TODAY ERLY	05/20/13	Mon 5:58a		:30	\$85.00	0.6			
Inv	NW7 TODAY ERLY	05/21/13	Tue 5:42a		:30	\$85.00	1.1			
Ord	NEWS 7 TODAY-530AM	05/22/13-05/28/13	We-Tu 5:30a- 6:00a	5	:30	\$85.00	1.4	7.0		
Inv	NW7 TODAY ERLY	05/22/13	Wed 5:52a		:30	\$85.00	0.0			
Inv	NW7 TODAY ERLY	05/23/13	Thu 5:42a		:30	\$85.00	3.2			
Inv	NW7 TODAY ERLY	05/24/13	Fri 5:41a		:30	\$85.00	1.0			
Inv	NW7 TODAY ERLY	05/27/13	Mon 5:43a		:30	\$85.00	0.6			
Inv	NW7 TODAY ERLY	05/28/13	Tue 5:42a		:30	\$85.00	1.1			
Ord	NIGHTBEAT - 10P NEWS	05/15/13-05/21/13	We-Tu 10:00p-10:35p	5	:30	\$525.00	5.2	26.0		
Inv	NWS 7 NGHTBEAT	05/16/13	Thu 10:16p		:30	\$525.00	8.3			
Inv	NWS 7 NGHTBEAT	05/16/13	Thu 10:31p		:30	\$525.00	7.6			
Inv	NWS 7 NGHTBEAT	05/17/13	Fri 10:21p		:30	\$525.00	7.0			
Inv	NWS 7 NGHTBEAT	05/20/13	Mon 10:31p		:30	\$525.00	2.7			
Inv	NWS 7 NGHTBEAT	05/21/13	Tue 10:12p		:30	\$525.00	0.0			
Ord	NIGHTBEAT - 10P NEWS	05/22/13-05/28/13	We-Tu 10:00p-10:35p	5	:30	\$525.00	5.2	26.0		
Inv	NWS 7 NGHTBEAT	05/22/13	Wed 10:24p		:30	\$525.00	3.0			
Inv	NWS 7 NGHTBEAT	05/23/13	Thu 10:31p		:30	\$525.00	7.6			
Inv	NWS 7 NGHTBEAT	05/24/13	Fri 10:22p		:30	\$525.00	7.0			
Inv	NWS 7 NGHTBEAT	05/27/13	Mon 10:17p		:30	\$525.00	5.4			
Inv	NWS 7 NGHTBEAT	05/28/13	Tue 10:11p		:30	\$525.00	0.0			
Ord	TONIGHT SHOW	05/15/13-05/21/13	We-Tu 10:30p-11:30p	5	:30	\$115.00	1.6	8.0		
Inv	TONITE SHW-NBC	05/16/13	Thu 11:08p		:30	\$115.00	0.0			
Inv	TONITE SHW-NBC	05/16/13	Thu 11:31p		:30	\$115.00	0.4			
Inv	TONITE SHW-NBC	05/17/13	Fri 11:22p		:30	\$115.00	6.0			
Inv	TONITE SHW-NBC	05/20/13	Mon 11:31p		:30	\$115.00	0.0			
Inv	TONITE SHW-NBC	05/21/13	Tue 11:10p		:30	\$115.00	0.0			
Ord	TONIGHT SHOW	05/22/13-05/28/13	We-Tu 10:30p-11:30p	5	:30	\$115.00	1.6	8.0		
Inv	TONITE SHW-NBC	05/22/13	Wed 11:09p		:30	\$115.00	0.0			
Inv	TONITE SHW-NBC	05/23/13	Thu 11:08p		:30	\$115.00	0.0			
Inv	TONITE SHW-NBC	05/24/13	Fri 11:08p		:30	\$115.00	6.0			
Inv	TONITE SHW-NBC	05/27/13	Mon 10:47p		:30	\$115.00	0.0			
Inv	TONITE SHW-NBC	05/28/13	Tue 11:09p		:30	\$115.00	0.0			

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Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34	Rtg	Grp
Ord 10PM NEWS SAT	05/15/13-05/19/13			1	:30	\$485.00	6.2	6.2	
Inv NWS 7 WKND ED	05/18/13	Sat	10:13p		:30	\$485.00		0.4	
Ord 10PM NEWS SAT	05/22/13-05/26/13			1	:30	\$485.00	6.2	6.2	
Inv NWS 7 WKND ED	05/25/13	Sat	10:07p		:30	\$485.00		0.4	
WDAM- Invoiced Spots Not Matching Order									
WDAM- Bonus Spots Applied									
Bonus WHEEL-FORTNE	05/22/13	Wed	6:59p		:30	\$0.00		3.3	
Bonus WHEEL-FORTNE	05/23/13	Thu	6:59p		:30	\$0.00		1.9	
Bonus NEWS 7 AT 6	05/24/13	Fri	6:14p		:30	\$0.00		1.9	
Bonus NWS 7 WKND ED	05/19/13	Sun	10:19p		:30	\$0.00		0.6	
Bonus NWS 7 WKND ED	05/26/13	Sun	10:19p		:30	\$0.00		0.6	
Bonus J FALLON-NBC	05/20/13	Mon	12:04a		:30	\$0.00		0.0	
Bonus J FALLON-NBC	05/21/13	Tue	12:16a		:30	\$0.00		0.0	
Bonus J FALLON-NBC	05/22/13	Wed	12:17a		:30	\$0.00		0.0	
Bonus J FALLON-NBC	05/23/13	Thu	12:15a		:30	\$0.00		0.8	
Bonus J FALLON-NBC	05/24/13	Fri	12:06a		:30	\$0.00		0.6	
Bonus JUDGE MATHIS	05/20/13	Mon	1:34a		:30	\$0.00		0.0	
Bonus EARLY TDY1-NBC	05/20/13	Mon	3:47a		:30	\$0.00		0.0	
Bonus AGDAY	05/20/13	Mon	4:17a		:30	\$0.00		0.0	
Bonus C-DALY-NBC	05/21/13	Tue	12:34a		:30	\$0.00		0.0	
Bonus C-DALY-NBC	05/21/13	Tue	12:53a		:30	\$0.00		0.0	
Bonus JUDGE MATHIS	05/21/13	Tue	1:53a		:30	\$0.00		0.0	
Bonus C-DALY-NBC	05/22/13	Wed	12:46a		:30	\$0.00		0.0	
Bonus JUDGE MATHIS	05/22/13	Wed	1:35a		:30	\$0.00		0.0	
Bonus EARLY TDY1-NBC	05/22/13	Wed	3:48a		:30	\$0.00		0.0	
Bonus C-DALY-NBC	05/23/13	Thu	12:46a		:30	\$0.00		0.8	
Bonus JUDGE MATHIS	05/23/13	Thu	1:32a		:30	\$0.00		0.8	
Bonus EARLY TDY1-NBC	05/23/13	Thu	4:46a		:30	\$0.00		0.0	
Bonus AN-MAD MNY-NBC	05/24/13	Fri	2:03a		:30	\$0.00		0.0	
Bonus AN-MAD MNY-NBC	05/24/13	Fri	2:43a		:30	\$0.00		0.0	
Bonus SAT NITE LIVE	05/25/13	Sat	12:47a		:30	\$0.00		0.0	
Bonus INSIDE EDITN W	05/25/13	Sat	1:02a		:30	\$0.00		0.0	
Bonus PAID PROGRAM	05/25/13	Sat	1:30a		:30	\$0.00		0.0	
Bonus ALL-DTLNE-NBC	05/26/13	Sun	1:19a		:30	\$0.00		0.0	
Bonus EARLY TDY1-NBC	05/26/13	Sun	3:45a		:30	\$0.00		0.0	
WDAM- Ordered Spots Not Matching Invoice									
WDAM- Schedule Totals									

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Agency: Maggie Clark Media Svcs	Flight: Flight 1 05/15/13-05/28/13	Post No: 67696	Order No: 553
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: CDE1AP2L	Telephone: 601-992-3111	
Campaign: Click It. Ticket.RV3			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
							Rtg Grp
Spots Ordered	32		Order Gross Cost			\$8,220.00	Order Grp / Gr Imp 94.4
Spots Invoiced	61		Invoice Gross Cost			\$8,220.00	Invoice Grp / Gr Imp 85.9
Ordered-No Match	0						Grp / Gr Imp Index 91.0
Invoiced-No Match	0						Order Reach / Frequency 29.7 / 3.2
							Invoice Reach / Frequency 41.2 / 2.1
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.

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.
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Agency: Maggie Clark Media Svcs	Flight: Flight 1 05/15/13-05/28/13	Post No: 67696	Order No: 553
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: CDE1AP2L	Telephone: 601-992-3111	
Campaign: Click It. Ticket.RV3			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Spt Len	Invoice Rate	DMA RTG M 18-34	Rtg	Grp
WHLT-CBS									
Ord	ANDY GRIFFITH	05/15/13-05/21/13	We-Tu	5:00p- 6:00p	5	:30	\$30.00	0.9	4.5
Inv	ANDY GRIFFITH	05/16/13	Thu	5:02p		:30	\$30.00	0.0	
Inv	ANDY GRIFFITH	05/16/13	Thu	5:28p		:30	\$30.00	0.0	
Inv	ANDY GRIFFITH	05/17/13	Fri	5:29p		:30	\$30.00	0.0	
Inv	ANDY GRIFFITH	05/20/13	Mon	5:28p		:30	\$30.00	0.0	
Inv	ANDY GRIFFITH	05/21/13	Tue	5:02p		:30	\$30.00	0.0	
Ord	ANDY GRIFFITH	05/22/13-05/28/13	We-Tu	5:00p- 6:00p	5	:30	\$30.00	0.9	4.5
Inv	ANDY GRIFFITH	05/22/13	Wed	5:13p		:30	\$30.00	0.0	
Inv	ANDY GRIFFITH	05/23/13	Thu	5:02p		:30	\$30.00	0.0	
Inv	ANDY GRIFFITH	05/24/13	Fri	5:29p		:30	\$30.00	0.0	
Inv	ANDY GRIFFITH	05/27/13	Mon	5:27p		:30	\$30.00	0.0	
Inv	ANDY GRIFFITH	05/28/13	Tue	5:01p		:30	\$30.00	0.0	
Ord	HOW I MET/RULES OF	05/15/13-05/19/13			2	:30	\$160.00	3.1	6.2
Inv	MET YOUR MOTHER	05/20/13	Mon	7:00p		:30	\$160.00	1.9	
Inv	MET YOUR MOTHER	05/20/13	Mon	7:12p		:30	\$160.00	1.9	
Ord	HOW I MET/RULES OF	05/22/13-05/26/13			2	:30	\$160.00	3.1	6.2
Inv	MET YOUR MOTHER	05/27/13	Mon	7:00p		:30	\$160.00	1.9	
Inv	MET YOUR MOTHER	05/27/13	Mon	7:20p		:30	\$160.00	1.9	
Ord	NCIS	05/22/13-05/26/13			2	:30	\$230.00	2.4	4.8
Inv	NCIS	05/28/13	Tue	7:31p		:30	\$230.00	1.5	
Inv	NCIS	05/28/13	Tue	7:45p		:30	\$230.00	1.5	
Ord	NCIS: LA	05/22/13-05/26/13			2	:30	\$260.00	5.0	10.0
Inv	NCIS: LA	05/28/13	Tue	8:35p		:30	\$260.00	1.5	
Inv	NCIS: LA	05/28/13	Tue	8:43p		:30	\$260.00	1.5	
Ord	BIG BANG/2-1/2 MEN	05/15/13-05/19/13			2	:30	\$270.00	5.5	11.0
Inv (M)	BIG BANG-CBS	05/23/13	Thu	7:00p		:30	\$270.00	2.5	
Inv (M)	2-1/2 MEN	05/23/13	Thu	7:47p		:30	\$270.00	2.5	
Ord	AMAZING RACE	05/22/13-05/26/13			2	:30	\$195.00	9.0	18.0
Inv	AMAZING RACE	05/26/13	Sun	7:36p		:30	\$195.00	1.0	
Inv	AMAZING RACE	05/26/13	Sun	7:48p		:30	\$195.00	1.0	
Ord	THE GOOD WIFE	05/22/13-05/26/13			2	:30	\$260.00	9.5	19.0
Inv	TIM McGRAW SPCL	05/26/13	Sun	8:39p		:30	\$260.00	2.5*	
Inv	TIM McGRAW SPCL	05/26/13	Sun	8:51p		:30	\$260.00	2.5*	
Ord	MENTALIST	05/22/13-05/26/13			1	:30	\$225.00	9.4	9.4
Inv	TIM McGRAW SPCL	05/26/13	Sun	9:48p		:30	\$225.00	2.5*	
Ord	MENTALIST	05/22/13-05/26/13			1	:30	\$260.00	9.4	9.4

* - Denotes estimated item(s).
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Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34 Rtg Grp
Inv TIM McGRAW SPCL	05/26/13	Sun	9:31p		:30	\$260.00	2.5*
WHLT- Invoiced Spots Not Matching Order							
WHLT- Bonus Spots Applied							
Bonus CASH CAB	05/16/13	Thu	1:28a		:30	\$0.00	0.0
Bonus WJTV MORN NWS	05/17/13	Fri	5:17a		:30	\$0.00	0.0
Bonus ENT TONIGHT 30	05/17/13	Fri	12:48a		:30	\$0.00	0.0
Bonus ANIML-J MILLER	05/17/13	Fri	2:21a		:30	\$0.00	0.0
Bonus ANIML-J MILLER	05/18/13	Sat	5:13a		:30	\$0.00	0.0
Bonus CSI MIAMI	05/18/13	Sat	12:17a		:30	\$0.00	1.0
Bonus CARS.TV	05/19/13	Sun	5:15a		:30	\$0.00	0.0
Bonus UP TO MIN-CBS	05/19/13	Sun	2:55a		:30	\$0.00	0.0
Bonus CBS MORN NWS	05/20/13	Mon	4:54a		:30	\$0.00	0.0
Bonus UP TO MIN-CBS	05/21/13	Tue	2:26a		:30	\$0.00	0.0
Bonus UP TO MIN-CBS	05/22/13	Wed	3:55a		:30	\$0.00	0.0
Bonus UP TO MIN-CBS	05/23/13	Thu	4:25a		:30	\$0.00	0.0
Bonus J HANNA-ADV	05/24/13	Fri	4:51a		:30	\$0.00	0.0
Bonus LT-FERGUSN-CBS	05/24/13	Fri	12:04a		:30	\$0.00	0.0
Bonus CASH CAB B	05/24/13	Fri	1:55a		:30	\$0.00	0.0
Bonus STARWATCH	05/25/13	Sat	2:24a		:30	\$0.00	0.0
Bonus UP TO MIN-CBS	05/26/13	Sun	3:55a		:30	\$0.00	0.0
Bonus LISTEN 2 EAGLE	05/26/13	Sun	5:51a		:30	\$0.00	0.0
Bonus UP TO MIN-CBS	05/27/13	Mon	3:56a		:30	\$0.00	0.0
Bonus WJTV MORN NWS	05/27/13	Mon	5:54a		:30	\$0.00	0.0
Bonus DR. PHIL	05/27/13	Mon	3:08p		:30	\$0.00	0.0
Bonus LT-FERGUSN-CBS	05/27/13	Mon	11:32p		:30	\$0.00	0.0
Bonus CASH CAB B	05/27/13	Mon	1:45a		:30	\$0.00	0.0
Bonus UP TO MIN-CBS	05/28/13	Tue	4:26a		:30	\$0.00	0.0
Bonus AVG. ALL WKS	05/28/13	Tue	9:38a		:30	\$0.00	0.0
Bonus CASH CAB	05/28/13	Tue	1:25a		:30	\$0.00	0.0
WHLT- Ordered Spots Not Matching Invoice							
WHLT- Schedule Totals							
Spots Ordered	26	Order Gross Cost		\$3,855.00	Order Grp / Gr Imp		103.0
Spots Invoiced	52	Invoice Gross Cost		\$3,855.00	Invoice Grp / Gr Imp		31.6
Ordered-No Match	0				Grp / Gr Imp Index		30.7
Invoiced-No Match	0				Order Reach / Frequency		46.6 / 2.2
					Invoice Reach / Frequency		13.1 / 2.4
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.

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Agency: Maggie Clark Media Svcs	Flight: Flight 1 05/15/13-05/28/13	Post No: 67696	Order No: 553
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: CDE1AP2LS	Telephone: 601-992-3111	
Campaign: Click It. Ticket.RV3			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Spt Len	Invoice Rate	DMA Rtg	M 18-34 Grp
WHPM-FOX								
Ord	BIG BANG THEORY	05/15/13-05/21/13	We-Tu 6:00p- 6:30p	5	:30	\$45.00	1.8	9.0
Inv	BIG BNG THEORY	05/16/13	Thu 6:28p		:30	\$45.00	0.0	
Inv	BIG BNG THEORY	05/17/13	Fri 6:26p		:30	\$45.00	0.0	
Inv	BIG BNG THEORY	05/20/13	Mon 6:14p		:30	\$45.00	0.0	
Inv	BIG BNG THEORY	05/21/13	Tue 6:25p		:30	\$45.00	0.0	
Inv	BIG BNG THEORY	05/16/13	Thu 6:13p		:30	\$45.00	0.0	
Ord	BIG BANG THEORY	05/22/13-05/28/13	We-Tu 6:00p- 6:30p	5	:30	\$45.00	1.8	9.0
Inv	BIG BNG THEORY	05/22/13	Wed 6:13p		:30	\$45.00	0.0	
Inv	BIG BNG THEORY	05/23/13	Thu 6:10p		:30	\$45.00	0.0	
Inv	BIG BNG THEORY	05/24/13	Fri 6:12p		:30	\$45.00	0.0	
Inv	BIG BNG THEORY	05/27/13	Mon 6:14p		:30	\$45.00	0.0	
Inv	BIG BNG THEORY	05/28/13	Tue 6:24p		:30	\$45.00	0.0	
Ord	AMERICAN IDOL	05/22/13-05/26/13		1	:30	\$450.00	4.0*	4.0
Inv	MASTERCHEF	05/22/13	Wed 7:26p		:30	\$450.00	0.0	
Ord	MASTERCHEF	05/22/13-05/26/13		1	:30	\$450.00	4.0*	4.0
Inv	MASTERCHEF	05/22/13	Wed 8:25p		:30	\$450.00	0.0	
Ord	AMERICAN IDOL	05/15/13-05/19/13		2	:30	\$450.00	4.0*	8.0
Inv	AMERICAN IDOL	05/16/13	Thu 8:04p		:30	\$450.00	0.0	
Inv	AMERICAN IDOL	05/16/13	Thu 8:27p		:30	\$450.00	0.0	
Ord	DOES SOMEONE HAVE TO GO?	05/22/13-05/26/13		1	:30	\$450.00	4.0*	4.0
Inv	AMERICAN IDOL	05/23/13	Thu 8:27p		:30	\$450.00	0.0	
Ord	NASCAR	05/22/13-05/26/13		2	:30	\$350.00	1.3	2.6
Inv	NASCAR	05/26/13	Sun 5:50p		:30	\$350.00	0.0	
Inv	NASCAR	05/26/13	Sun 8:34p		:30	\$350.00	0.8	
WHPM- Invoiced Spots Not Matching Order								
WHPM- Bonus Spots Applied								
Bonus	BOB VILA	05/18/13	Sat 6:25a		:30	\$0.00	0.0	
Bonus	AVG. ALL WKS	05/18/13	Sat 1:12p		:30	\$0.00	0.0	
Bonus	AVG. ALL WKS	05/18/13	Sat 7:24p		:30	\$0.00	0.0	
Bonus	AVG. ALL WKS	05/18/13	Sat 8:14p		:30	\$0.00	0.0	
Bonus	AVG. ALL WKS	05/18/13	Sat 9:45p		:30	\$0.00	0.0	
Bonus	AVG. ALL WKS	05/19/13	Sun 8:19p		:30	\$0.00	0.8	
Bonus	FAMILY GUY	05/20/13	Mon 9:27p		:30	\$0.00	0.0	
Bonus	AVG. ALL WKS	05/21/13	Tue 8:39p		:30	\$0.00	1.9	
Bonus	AVG. ALL WKS	05/22/13	Wed 8:23p		:30	\$0.00	0.0	
Bonus	HOW-MET-MOTHER	05/22/13	Wed 5:12p		:30	\$0.00	0.0	

* - Denotes estimated item(s).
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Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
							Rtg Grp
Bonus MISSING	05/26/13	Sun	10:29a		:30	\$0.00	0.0
Bonus AVG. ALL WKS	05/26/13	Sun	11:00a		:30	\$0.00	0.0
Bonus DISH NATION	05/27/13	Mon	6:24a		:30	\$0.00	0.0
Bonus ELLEN	05/27/13	Mon	9:23a		:30	\$0.00	0.0
Bonus TRISHA	05/27/13	Mon	2:33p		:30	\$0.00	0.0
Bonus JUDGE ALEX B	05/28/13	Tue	10:37a		:30	\$0.00	0.0
Bonus MAURY POVICH	05/28/13	Tue	10:14p		:30	\$0.00	1.5
Bonus JERRY SPRINGER	05/28/13	Tue	11:29p		:30	\$0.00	0.0
WHPM- Ordered Spots Not Matching Invoice							
WHPM- Schedule Totals							
Spots Ordered	17	Order Gross Cost		\$3,400.00	Order Grp / Gr Imp		40.6
Spots Invoiced	35	Invoice Gross Cost		\$3,400.00	Invoice Grp / Gr Imp		5.0
Ordered-No Match	0				Grp / Gr Imp Index		12.3
Invoiced-No Match	0				Order Reach / Frequency		17.8 / 2.3
					Invoice Reach / Frequency		3.7 / 1.4
Bonus Spots	18						
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 - 6/29/13 3:55 PM

Jackson MS (B&C)



Post Book : Nielsen CMY/13
Order Book : Nielsen CFECMY

Agency: Maggie Clark Media Srvc	Flight: Flight 1 05/15/13-05/28/13	Post No: 67697	Order No: 554
Buyer: Maggie Clark	Lengths: :30	Company: Maggie Clark Media Srvc	
Advertiser: MDPS	Agcy Est No:	Telephone: 601-992-3111	
Campaign: Click It. Ticket.RV3			

All Stations

Spots Ordered	58
Spots Invoiced	59
Order Gross Cost	\$27,010.00
Invoice Gross Cost	\$27,010.00
DMA RTG M 18-34	
Ordered GRPs / Gross Impressions	280.5
Actual GRPs / Gross Impressions	92.7
GRP / Gross Impression Index	33.0
Actual Reach & Frequency	38.1 & 2.4

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

The following stations have agreed to a make-good schedule for GRP shortfall. The schedule will air with the next flight placed for MDPS.

WAPT-TV	WDBD-TV	WJTV-TV	WLBT-TV
23.5 GRPs, M18-34	29.0 GRPs, M18-34	94.7 GRPs, M18-34	12.6 GRPs, M18-34

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Agency: Maggie Clark Media Svcs	Flight: Flight 1 05/15/13-05/28/13	Post No: 67697	Order No: 554
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: CDE1AP2LS	Telephone: 601-992-3111	
Campaign: Click It. Ticket.RV3			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Spt Len	Invoice Rate	DMA Rtg	M 18-34 Grp
WAPT-ABC								
Ord 16 WAPT NEWS AT 10P	05/15/13-05/21/13	We-Tu	10:00p-10:35p	3	:30	\$375.00	3.1	9.3
Inv J KIMMEL!-ABC	05/16/13	Thu	10:30p		:30	\$375.00	0.7	
Inv 16WAPT NWS-10P	05/20/13	Mon	10:20p		:30	\$375.00	3.2	
Inv 16WAPT NWS-10P	05/21/13	Tue	10:23p		:30	\$375.00	2.6	
Ord 16 WAPT NEWS AT 10P	05/22/13-05/28/13	We-Tu	10:00p-10:35p	3	:30	\$375.00	3.1	9.3
Inv 16WAPT NWS-10P	05/22/13	Wed	10:23p		:30	\$375.00	2.5	
Inv 16WAPT NWS-10P	05/23/13	Thu	10:17p		:30	\$375.00	2.5	
Inv 16WAPT NWS-10P	05/27/13	Mon	10:34p		:30	\$375.00	2.9	
Ord 16 WAPT NEWS AT 10P/SAT	05/15/13-05/19/13			1	:30	\$220.00	3.7	3.7
Inv 16WAPT NWS-10P	05/18/13	Sat	10:31p		:30	\$220.00	3.0	
Ord 16 WAPT NEWS AT 10P/SAT	05/22/13-05/26/13			1	:30	\$220.00	3.7	3.7
Inv 16WAPT NWS-10P	05/25/13	Sat	10:24p		:30	\$220.00	3.3	
Ord MODERN FAMILY/HOW TO LIVE	05/15/13-05/19/13			1	:30	\$1,000.00	6.2	6.2
Inv MODRN FMLY-ABC	05/15/13	Wed	8:18p		:30	\$1,000.00	4.4	
Ord MODERN FAMILY/HOW TO LIVE	05/22/13-05/26/13			1	:30	\$1,000.00	6.2	6.2
Inv MODRN FMLY-ABC	05/22/13	Wed	8:20p		:30	\$1,000.00	4.4	
Ord GREY'S ANATOMY	05/15/13-05/19/13			1	:30	\$1,600.00	6.2	6.2
Inv GREY ANTMY-ABC	05/16/13	Thu	8:42p		:30	\$1,600.00	1.4	
Ord GREY'S ANATOMY	05/22/13-05/26/13			1	:30	\$1,600.00	6.2	6.2
Inv MOTIVE	05/23/13	Thu	8:41p		:30	\$1,200.00	1.4	
Ord SCANDAL	05/15/13-05/19/13			1	:30	\$1,400.00	4.2	4.2
Inv SCANDAL-ABC	05/16/13	Thu	9:32p		:30	\$1,400.00	1.2	
Ord SCANDAL	05/22/13-05/26/13			1	:30	\$1,400.00	4.2	4.2
Inv ROOKIE BLUE	05/23/13	Thu	9:45p		:30	\$800.00	1.2	
Ord REVENGE	05/15/13-05/19/13			1	:30	\$600.00	3.2	3.2
Inv BB MUSIC AWDS	05/19/13	Sun	8:30p		:30	\$1,000.00	0.4	
Ord REVENGE	05/22/13-05/26/13			1	:30	\$600.00	3.2	3.2
Inv MOTIVE	05/26/13	Sun	8:39p		:30	\$1,200.00	0.4	
WAPT- Invoiced Spots Not Matching Order								
WAPT- Bonus Spots Applied								
WAPT- Ordered Spots Not Matching Invoice								
WAPT- Schedule Totals								

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Agency: Maggie Clark Media Svcs	Flight: Flight 1 05/15/13-05/28/13	Post No: 67697	Order No: 554
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: CDE1AP2LS	Telephone: 601-992-3111	
Campaign: Click It. Ticket.RV3			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
							Rtg Grp
Spots Ordered	16		Order Gross Cost			\$11,890.00	Order Grp / Gr Imp 65.6
Spots Invoiced	16		Invoice Gross Cost			\$11,890.00	Invoice Grp / Gr Imp 35.5
Ordered-No Match	0						Grp / Gr Imp Index 54.1
Invoiced-No Match	0						Order Reach / Frequency 34.1 / 1.9
							Invoice Reach / Frequency 17.4 / 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 05/15/13-05/28/13	Post No: 67697	Order No: 554
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: CDE1AP2LS	Telephone: 601-992-3111	
Campaign: Click It. Ticket.RV3			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA Rtg	M 18-34 Grp
WDBD-FOX								
Ord FOX 40 FIRST AT 9	05/15/13-05/21/13	We-Tu	9:00p- 9:35p	5	:30	\$100.00	1.8	9.0
Inv FOX40 NEWS@9	05/17/13	Fri	9:12p		:30	\$100.00	0.4	
Inv FOX40 NEWS@9	05/20/13	Mon	9:21p		:30	\$100.00	0.0	
Inv FOX40 NEWS@9	05/21/13	Tue	9:18p		:30	\$100.00	0.4	
Inv (M) NASCAR	05/26/13	Sun	10:54p		:30	\$100.00	0.5	
Inv (M) TWO&HALF MEN B	05/21/13	Tue	10:02p		:30	\$50.00	0.4	
Inv (M) TWO & HALF MEN	05/22/13	Wed	9:59p		:30	\$50.00	0.3	
Ord FOX 40 FIRST AT 9	05/22/13-05/28/13	We-Tu	9:00p- 9:35p	5	:30	\$100.00	1.8	9.0
Inv FOX40 NEWS@9	05/22/13	Wed	9:27p		:30	\$100.00	0.3	
Inv FOX40 NEWS@9	05/23/13	Thu	9:27p		:30	\$100.00	0.9	
Inv FOX40 NEWS@9	05/24/13	Fri	9:11p		:30	\$100.00	0.4	
Inv FOX40 NEWS@9	05/27/13	Mon	9:25p		:30	\$100.00	0.0	
Inv FOX40 NEWS@9	05/28/13	Tue	9:18p		:30	\$100.00	0.4	
Ord NEW GIRL/MINDY PROJECT	05/15/13-05/19/13			1	:30	\$325.00	6.2	6.2
Inv NEW GIRL	05/20/13	Mon	8:17p		:30	\$325.00	0.4	
Ord NEW GIRL/MINDY PROJECT	05/22/13-05/26/13			1	:30	\$325.00	6.2	6.2
Inv NEW GIRL	05/27/13	Mon	8:17p		:30	\$325.00	0.4	
Ord SO YOU THINK YOU CAN	05/15/13-05/19/13			1	:30	\$350.00	4.0*	4.0
Inv YOU CAN DANCE	05/21/13	Tue	7:26p		:30	\$350.00	0.4	
Ord SO YOU THINK YOU CAN	05/22/13-05/26/13			1	:30	\$350.00	4.0*	4.0
Inv YOU CAN DANCE	05/28/13	Tue	7:30p		:30	\$350.00	0.4	

WDBD- Invoiced Spots Not Matching Order

WDBD- Bonus Spots Applied

WDBD- Ordered Spots Not Matching Invoice

WDBD- Schedule Totals

Spots Ordered	14	Order Gross Cost	\$2,350.00	Order Grp / Gr Imp	38.4
Spots Invoiced	15	Invoice Gross Cost	\$2,350.00	Invoice Grp / Gr Imp	5.6
Ordered-No Match	0			Grp / Gr Imp Index	14.6
Invoiced-No Match	0			Order Reach / Frequency	19.4 / 2.0
				Invoice Reach / Frequency	3.4 / 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 05/15/13-05/28/13	Post No: 67697	Order No: 554
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: CDE1AP2LS	Telephone: 601-992-3111	
Campaign: Click It. Ticket.RV3			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Spt Len	Invoice Rate	DMA Rtg	M 18-34 Grp
WJTV-CBS								
Ord NEWS CHANNEL 12 AT 10PM	05/15/13-05/21/13	We-Tu	10:00p-10:35p	1	:30	\$325.00	2.3	2.3
Inv NEWSCH 12-10	05/16/13	Thu	10:19p		:30	\$325.00	2.4	
Ord NEWS CHANNEL 12 AT 10PM	05/22/13-05/28/13	We-Tu	10:00p-10:35p	1	:30	\$325.00	2.3	2.3
Inv NEWSCH 12-10	05/23/13	Thu	10:18p		:30	\$325.00	2.4	
Ord NEWS CHANNEL 12 AT	05/15/13-05/19/13			1	:30	\$75.00	6.6	6.6
Inv NEWSCH 12-530	05/19/13	Sun	5:38p		:30	\$75.00	0.0	
Ord NEWS CHANNEL 12 AT	05/22/13-05/26/13			1	:30	\$75.00	6.6	6.6
Inv NEWSCH 12-530	05/26/13	Sun	5:50p		:30	\$75.00	0.0	
Ord NEWS CHANNEL 12 AT	05/15/13-05/19/13			1	:30	\$200.00	9.3	9.3
Inv NEWSCH 12-10	05/19/13	Sun	10:25p		:30	\$200.00	1.3	
Ord NEWS CHANNEL 12 AT	05/22/13-05/26/13			1	:30	\$200.00	9.3	9.3
Inv NEWSCH 12-10	05/26/13	Sun	10:20p		:30	\$200.00	1.3	
Ord ANDY GRIFFITH	05/15/13-05/19/13			1	:30	\$50.00	5.2	5.2
Inv CRIMINAL MINDS	05/19/13	Sun	11:03p		:30	\$50.00	0.4	
Ord ANDY GRIFFITH	05/22/13-05/26/13			1	:30	\$50.00	5.2	5.2
Inv CRIMINAL MINDS	05/26/13	Sun	11:00p		:30	\$50.00	0.4	
Ord YOUR MOTHER/PARTNERS	05/15/13-05/19/13			1	:30	\$750.00	3.6	3.6
Inv MET YOUR MOTHER	05/20/13	Mon	7:12p		:30	\$750.00	1.9	
Ord YOUR MOTHER/PARTNERS	05/22/13-05/26/13			1	:30	\$750.00	3.6	3.6
Inv MET YOUR MOTHER	05/27/13	Mon	7:20p		:30	\$750.00	1.9	
Ord ELEMENTARY	05/15/13-05/19/13			1	:30	\$1,000.00	3.2	3.2
Inv (M) ELEMENTARY-CBS	05/16/13	Thu	9:49p		:30	\$1,000.00	1.2	
Ord ELEMENTARY	05/22/13-05/26/13			1	:30	\$1,000.00	3.2	3.2
Inv PERSON OF INTEREST	05/23/13	Thu	8:33p		:30	\$1,000.00	1.1	
Ord NCIS: LA	05/22/13-05/26/13			1	:30	\$650.00	10.0	10.0
Inv NCIS: LA	05/26/13	Sun	7:36p		:30	\$650.00	0.7	
Ord THE GOOD WIFE	05/22/13-05/26/13			1	:30	\$650.00	10.1	10.1
Inv THE GOOD WIFE	05/26/13	Sun	8:39p		:30	\$650.00	0.3	
Ord THE MENTALIST	05/22/13-05/26/13			1	:30	\$650.00	12.4	12.4
Inv MENTALIST	05/26/13	Sun	9:32p		:30	\$650.00	1.2	
Ord ACMA: TIM McGRAW SPECIAL	05/15/13-05/19/13			2	:30	\$650.00	10.1	20.2
Inv TIM McGRAW	05/19/13	Sun	8:27p		:30	\$650.00	0.3	
Inv TIM McGRAW	05/19/13	Sun	8:55p		:30	\$650.00	0.3	
Ord ACMA: TIM McGRAW SPECIAL	05/15/13-05/19/13			1	:30	\$650.00	12.4	12.4
Inv TIM McGRAW	05/19/13	Sun	9:19p		:30	\$650.00	1.2	

WJTV- Invoiced Spots Not Matching Order

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Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34 Rtg Grp	
WJTV- Bonus Spots Applied								
WJTV- Ordered Spots Not Matching Invoice								
WJTV- Schedule Totals								
Spots Ordered	18	Order Gross Cost				\$8,700.00	Order Grp / Gr Imp 125.5	
Spots Invoiced	18	Invoice Gross Cost				\$8,700.00	Invoice Grp / Gr Imp 18.3	
Ordered-No Match	0						Grp / Gr Imp Index 14.6	
Invoiced-No Match	0						Order Reach / Frequency 65.7 / 1.9	
							Invoice Reach / Frequency 9.7 / 1.9	
Bonus Spots	0							
<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 05/15/13-05/28/13	Post No: 67697	Order No: 554
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: CDE1AP2LS	Telephone: 601-992-3111	
Campaign: Click It. Ticket.RV3			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34	Rtg	Grp
WLBT-NBC									
Ord WLBT 10PM NEWS	05/15/13-05/21/13	We-Tu	10:00p-10:35p	3	:30	\$525.00	5.4	16.2	
Inv WLBT 10PM RPRT	05/20/13	Mon	10:29p		:30	\$525.00	4.1		
Inv WLBT 10PM RPRT	05/21/13	Tue	10:20p		:30	\$525.00	5.2		
Inv (M) WLBT 10PM RPRT	05/28/13	Tue	10:17p		:30	\$525.00	5.2		
Ord WLBT 10PM NEWS	05/22/13-05/28/13	We-Tu	10:00p-10:35p	3	:30	\$525.00	5.4	16.2	
Inv WLBT 10PM RPRT	05/22/13	Wed	10:17p		:30	\$525.00	2.4		
Inv WLBT 10PM RPRT	05/23/13	Thu	10:29p		:30	\$525.00	1.3		
Inv WLBT 10PM RPRT	05/27/13	Mon	10:29p		:30	\$525.00	4.1		
Ord SA WLBT 10PM REPORT	05/15/13-05/19/13			1	:30	\$350.00	4.2	4.2	
Inv WLBT 10PM RPRT	05/18/13	Sat	10:08p		:30	\$350.00	3.1		
Ord SA WLBT 10PM REPORT	05/22/13-05/26/13			1	:30	\$350.00	4.2	4.2	
Inv WLBT 10PM RPRT	05/25/13	Sat	10:28p		:30	\$350.00	3.6		
Ord SATURDAY NIGHT LIVE	05/15/13-05/19/13			1	:30	\$110.00	5.1	5.1	
Inv (M) TONITE SHW-NBC	05/24/13	Fri	11:09p		:30	\$110.00	0.0		
Ord SATURDAY NIGHT LIVE	05/22/13-05/26/13			1	:30	\$110.00	5.1	5.1	
Inv SAT NITE LIVE	05/25/13	Sat	10:51p		:30	\$110.00	4.3		

WLBT- Invoiced Spots Not Matching Order

WLBT- Bonus Spots Applied

WLBT- Ordered Spots Not Matching Invoice

WLBT- Schedule Totals

Spots Ordered	10	Order Gross Cost	\$4,070.00	Order Grp / Gr Imp	51.0
Spots Invoiced	10	Invoice Gross Cost	\$4,070.00	Invoice Grp / Gr Imp	33.3
Ordered-No Match	0			Grp / Gr Imp Index	65.3
Invoiced-No Match	0			Order Reach / Frequency	24.9 / 2.1
				Invoice Reach / Frequency	20.7 / 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 05/15/13-05/28/13	Post No: 67697	Order No: 554
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: CDE1AP2LS	Telephone: 601-992-3111	
Campaign: Click It. Ticket.RV3			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
							Rtg Grp
All Stations Schedule Totals							
Spots Ordered	58	Order Gross Cost		\$27,010.00	Order Grp / Gr Imp		280.5
Spots Invoiced	10	Invoice Gross Cost		\$4,070.00	Invoice Grp / Gr Imp		33.3
Ordered-No Match	48				Grp / Gr Imp Index		11.9
Invoiced-No Match	0				Order Reach / Frequency		85.4 / 3.3
Bonus Spots	0				Invoice Reach / Frequency		20.7 / 1.6
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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Maggie Clark - 6/29/13 4:57 PM

Meridian (B&C)



Post Book : Nielsen CMY/13
Order Book : Nielsen CFECMY

Agency: Maggie Clark Media Srvc	Flight: Flight 1 05/15/13-05/28/13	Post No: 67699	Order No: 555
Buyer: Maggie Clark	Lengths: :30	Company: Maggie Clark Media Srvc	
Advertiser: MDPS	Agcy Est No:	Telephone: 601-992-3111	
Campaign: Click It. Ticket.RV3			

All Stations

Spots Ordered	50
Spots Invoiced	50
Order Gross Cost	\$10,375.00
Invoice Gross Cost	\$10,375.00
DMA RTG M 18-34	
Ordered GRPs / Gross Impressions	328.1
Actual GRPs / Gross Impressions	225.7
GRP / Gross Impression Index	68.8
Actual Reach & Frequency	63.1 & 3.6

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

The following stations have agreed to a make-good schedule for GRP shortfall. The schedule will air with the next flight placed for MDPS.

WTOK-TV	WMDN-TV	WGBC-TV
13.5 GRPs, M18-34	48.8 GRPs, M18-34	7.2 GRPs, M18-34

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Agency: Maggie Clark Media Svcs	Flight: Flight 1 05/15/13-05/28/13	Post No: 67699	Order No: 555
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: CDE1AP2L	Telephone: 601-992-3111	
Campaign: Click It. Ticket.RV3			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA	RTG	M	18-34
WGBC-NBC										
Ord	THE OFFICE/1600 PENN	05/15/13-05/19/13		1	:30	\$150.00	3.3	3.3		
Inv	OFFICE-NBC	05/16/13	Thu 8:21p		:30	\$150.00	0.0			
Ord	THE OFFICE/1600 PENN	05/22/13-05/26/13		1	:30	\$150.00	3.3	3.3		
Inv	AVG. ALL WKS	05/23/13	Thu 8:53p		:30	\$150.00	0.0			
Ord	HANNIBAL	05/15/13-05/19/13		1	:30	\$175.00	4.6	4.6		
Inv	HANNIBAL-NBC	05/16/13	Thu 9:34p		:30	\$175.00	3.5			
Ord	HANNIBAL	05/22/13-05/26/13		1	:30	\$175.00	4.6	4.6		
Inv	HANNIBAL-NBC	05/23/13	Thu 9:59p		:30	\$175.00	3.5			

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

WGBC- Schedule Totals										
Spots Ordered	4	Order Gross Cost		\$650.00	Order Grp / Gr Imp		15.8			
Spots Invoiced	4	Invoice Gross Cost		\$650.00	Invoice Grp / Gr Imp		7.0			
Ordered-No Match	0				Grp / Gr Imp Index		44.3			
Invoiced-No Match	0				Order Reach / Frequency		11.4 / 1.4			
					Invoice Reach / Frequency		4.8 / 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 05/15/13-05/28/13	Post No: 67699	Order No: 555
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Srvc	
Advertiser: MDPS	Dayparts: CDE1AP2L	Telephone: 601-992-3111	
Campaign: Click It. Ticket.RV3			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA	RTG	M 18-34
WMDN-CBS									
Ord VEGAS	05/15/13-05/19/13			1	:30	\$250.00	3.1	3.1	
Inv UNDERCOVER BOSS	05/17/13	Fri	8:29p		:30	\$250.00	2.1		
Ord VEGAS	05/22/13-05/26/13			1	:30	\$250.00	3.1	3.1	
Inv BLUE BLOODS	05/24/13	Fri	8:32p		:30	\$250.00	2.1		
Ord SURVIVOR	05/15/13-05/19/13			2	:30	\$175.00	10.3	20.6	
Inv (M) NCIS	05/21/13	Tue	9:34p		:30	\$175.00	3.1		
Inv (M) NCIS	05/21/13	Tue	9:47p		:30	\$175.00	3.1		
Ord SURVIVOR	05/22/13-05/26/13			2	:30	\$175.00	10.3	20.6	
Inv NCIS: LA	05/26/13	Sun	7:36p		:30	\$175.00	1.8		
Inv NCIS: LA	05/26/13	Sun	7:48p		:30	\$175.00	1.8		
Ord THE GOOD WIFE	05/15/13-05/19/13			1	:30	\$225.00	10.1	10.1	
Inv TIM McGRAW SPCL	05/19/13	Sun	8:55p		:30	\$225.00	3.1		
Ord THE GOOD WIFE	05/22/13-05/26/13			1	:30	\$225.00	10.1	10.1	
Inv (M) TIM McGRAW SPCL	05/19/13	Sun	9:35p		:30	\$225.00	3.1		
Ord THE MENTALIST	05/15/13-05/19/13			1	:30	\$325.00	8.0	8.0	
Inv (M) THE GOOD WIFE	05/26/13	Sun	8:50p		:30	\$325.00	3.1		
Ord THE MENTALIST	05/22/13-05/26/13			1	:30	\$325.00	8.0	8.0	
Inv THE MENTALIST	05/26/13	Sun	9:31p		:30	\$325.00	3.1		

WMDN- Invoiced Spots Not Matching Order									
WMDN- Bonus Spots Applied									
WMDN- Ordered Spots Not Matching Invoice									
WMDN- Schedule Totals									
Spots Ordered	10	Order Gross Cost		\$2,300.00	Order Grp / Gr Imp		83.6		
Spots Invoiced	10	Invoice Gross Cost		\$2,300.00	Invoice Grp / Gr Imp		26.4		
Ordered-No Match	0				Grp / Gr Imp Index		31.6		
Invoiced-No Match	0				Order Reach / Frequency		46.0 / 1.8		
Bonus Spots	0				Invoice Reach / Frequency		14.8 / 1.8		

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 05/15/13-05/28/13	Post No: 67699	Order No: 555
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: CDE1AP2L	Telephone: 601-992-3111	
Campaign: Click It. Ticket.RV3			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA Rtg	M 18-34 Grp
WTOK-ABC								
Ord	GOOD MORNING MERIDIAN	05/15/13-05/21/13	We-Tu 6:00a- 7:00a	4	:30	\$100.00	3.5	14.0
Inv	GOOD-MERIDIAN	05/16/13	Thu 6:19a		:30	\$100.00	5.7	
Inv	GOOD-MERIDIAN	05/17/13	Fri 6:48a		:30	\$100.00	4.9	
Inv	GOOD-MERIDIAN	05/20/13	Mon 6:40a		:30	\$100.00	6.4	
Inv	GOOD-MERIDIAN	05/21/13	Tue 6:52a		:30	\$100.00	5.2	
Ord	GOOD MORNING MERIDIAN	05/22/13-05/28/13	We-Tu 6:00a- 7:00a	2	:30	\$100.00	3.5	7.0
Inv	GOOD-MERIDIAN	05/22/13	Wed 6:29a		:30	\$100.00	3.5	
Inv	GOOD-MERIDIAN	05/23/13	Thu 6:41a		:30	\$100.00	7.9	
Ord	NWSCNTR 11-6	05/15/13-05/21/13	We-Tu 6:00p- 6:30p	2	:30	\$275.00	6.6	13.2
Inv	NWSCNTR 11-6	05/16/13	Thu 6:16p		:30	\$275.00	10.7	
Inv	NWSCNTR 11-6	05/20/13	Mon 6:10p		:30	\$275.00	14.3	
Ord	NWSCNTR 11-6	05/22/13-05/28/13	We-Tu 6:00p- 6:30p	1	:30	\$275.00	6.6	6.6
Inv	NWSCNTR 11-6	05/23/13	Thu 6:11p		:30	\$275.00	9.8	
Ord	WHEEL-FORTUNE	05/15/13-05/21/13	We-Tu 6:30p- 7:00p	1	:30	\$200.00	6.1	6.1
Inv	WHEEL-FORTNE	05/16/13	Thu 6:45p		:30	\$200.00	9.2	
Ord	NWSCNTR 11-10	05/15/13-05/21/13	We-Tu 10:00p-10:35p	5	:30	\$275.00	9.3	46.5
Inv	NWSCNTR 11-10	05/16/13	Thu 10:19p		:30	\$275.00	9.5	
Inv	NWSCNTR 11-10	05/17/13	Fri 10:10p		:30	\$275.00	9.0	
Inv	NWSCNTR 11-10	05/20/13	Mon 10:12p		:30	\$275.00	5.5	
Inv	NWSCNTR 11-10	05/21/13	Tue 10:14p		:30	\$275.00	4.1	
Inv	NWSCNTR 11-10	05/15/13	Wed 10:29p		:30	\$275.00	6.5	
Ord	NWSCNTR 11-10	05/22/13-05/28/13	We-Tu 10:00p-10:35p	3	:30	\$275.00	9.3	27.9
Inv	NWSCNTR 11-10	05/22/13	Wed 10:14p		:30	\$275.00	10.3	
Inv	NWSCNTR 11-10	05/23/13	Thu 10:13p		:30	\$275.00	9.5	
Inv	NWSCNTR 11-10	05/24/13	Fri 10:10p		:30	\$275.00	9.0	
Ord	MOTIVE	05/15/13-05/19/13		1	:30	\$300.00	6.5	6.5
Inv (M)	MOTIVE	05/20/13	Mon 9:27p		:30	\$300.00	1.9	
Ord	MOTIVE	05/22/13-05/26/13		1	:30	\$200.00	6.5	6.5
Inv (M)	WHEEL-FORTNE	05/23/13	Thu 6:59p		:30	\$200.00	9.2	
Ord	GREY'S ANATOMY	05/15/13-05/19/13		1	:30	\$400.00	5.2	5.2
Inv	GREY ANTMY-ABC	05/16/13	Thu 8:41p		:30	\$400.00	2.6	
Ord	GREY'S ANATOMY	05/22/13-05/26/13		1	:30	\$400.00	5.2	5.2
Inv	GREY ANTMY-ABC	05/23/13	Thu 8:41p		:30	\$400.00	2.6	
Ord	SCANDAL	05/15/13-05/19/13		1	:30	\$350.00	3.7	3.7
Inv	SCANDAL-ABC	05/16/13	Thu 9:40p		:30	\$350.00	2.5	
Ord	SCANDAL	05/22/13-05/26/13		1	:30	\$350.00	3.7	3.7

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Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34	Rtg	Grp
Inv SCANDAL-ABC	05/23/13	Thu	9:36p		:30	\$350.00		2.5	
Ord SHARK TANK	05/15/13-05/19/13			1	:30	\$200.00		10.2	10.2
Inv SHARK TANK	05/17/13	Fri	7:43p		:30	\$200.00		1.0	
Ord SHARK TANK	05/22/13-05/26/13			1	:30	\$200.00		10.2	10.2
Inv AVG. ALL WKS	05/24/13	Fri	7:42p		:30	\$200.00		1.0	
Ord SHARK TANK	05/15/13-05/19/13			1	:30	\$150.00		5.7	5.7
Inv SHARK TANK-ABC	05/17/13	Fri	8:18p		:30	\$150.00		1.0	
Ord SHARK TANK	05/22/13-05/26/13			1	:30	\$150.00		5.7	5.7
Inv SHARK TANK-ABC	05/24/13	Fri	8:20p		:30	\$150.00		1.0	
Ord NEWSCENTER 11 -10P/SAT	05/15/13-05/19/13			1	:30	\$125.00		3.9	3.9
Inv NWSCNTR 11-10	05/18/13	Sat	10:18p		:30	\$125.00		3.9	
Ord NEWSCENTER 11 -10P/SAT	05/22/13-05/26/13			1	:30	\$125.00		3.9	3.9
Inv NWSCNTR 11-10	05/25/13	Sat	10:18p		:30	\$125.00		3.9	
Ord NEWSCENTER 11 - 10P/SUN	05/15/13-05/19/13			1	:30	\$275.00		9.5	9.5
Inv NWSCNTR 11-10	05/19/13	Sun	10:17p		:30	\$275.00		4.8	
Ord NEWSCENTER 11 - 10P/SUN	05/22/13-05/26/13			1	:30	\$275.00		9.5	9.5
Inv NWSCNTR 11-10	05/26/13	Sun	10:17p		:30	\$275.00		4.8	
Ord CASTLE	05/15/13-05/19/13			2	:30	\$25.00		4.5	9.0
Inv CASTLE-SYN	05/19/13	Sun	10:52p		:30	\$25.00		3.2	
Inv CASTLE-SYN	05/19/13	Sun	11:21p		:30	\$25.00		1.8	
Ord CASTLE	05/22/13-05/26/13			2	:30	\$25.00		4.5	9.0
Inv CASTLE-SYN	05/26/13	Sun	11:09p		:30	\$25.00		1.8	
Inv CASTLE-SYN	05/26/13	Sun	11:29p		:30	\$25.00		1.8	

WTOK- Invoiced Spots Not Matching Order

WTOK- Bonus Spots Applied

WTOK- Ordered Spots Not Matching Invoice

WTOK- Schedule Totals

Spots Ordered	36	Order Gross Cost	\$7,425.00	Order Grp / Gr Imp	228.7
Spots Invoiced	36	Invoice Gross Cost	\$7,425.00	Invoice Grp / Gr Imp	192.3
Ordered-No Match	0			Grp / Gr Imp Index	84.1
Invoiced-No Match	0			Order Reach / Frequency	76.4 / 3.0
				Invoice Reach / Frequency	58.3 / 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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Maggie Clark - 6/30/13 2:53 PM



Biloxi-Gulfport (B&C)
Post Book : Nielsen CMY/13
Order Book : Nielsen CFECMY

Agency: Maggie Clark Media Srvc	Flight: Flight 1 05/15/13-05/28/13	Post No: 67700	Order No: 537
Buyer: Maggie Clark	Lengths: :30	Company: Maggie Clark Media Srvc	
Advertiser: MDPS	Agcy Est No:	Telephone: 601-992-3111	
Campaign: Click It. Ticket.C3			

All Stations

Spots Ordered	124
Spots Invoiced	124
Order Gross Cost	\$9,192.00
Invoice Gross Cost	\$9,192.00
	DMA RTG M 18-34
Ordered GRPs / Gross Impressions	92.2
Actual GRPs / Gross Impressions	104.9
GRP / Gross Impression Index	113.8
Actual Reach & Frequency	46.9 & 2.2

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

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Agency: Maggie Clark Media Svcs	Flight: Flight 1 05/15/13-05/28/13	Post No: 67700	Order No: 537
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: DOPLA2S1C	Telephone: 601-992-3111	
Campaign: Click It. Ticket.C3			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA	RTG	M	18-34
AEN-										
Ord DUCK DYNASTY (Coastwide)	05/15/13-05/19/13			1	:30	\$144.00	1.4	1.4		
Inv (M) DUCK DYNASTY	05/22/13	Wed	8:11p		:30	\$144.00	1.4			
Ord DUCK DYNASTY (Coastwide)	05/22/13-05/26/13			1	:30	\$144.00	1.4	1.4		
Inv DUCK DYNASTY	05/22/13	Wed	9:10p		:30	\$144.00	1.4			
AEN- Invoiced Spots Not Matching Order										
AEN- Bonus Spots Applied										
AEN- Ordered Spots Not Matching Invoice										
AEN- Schedule Totals										
Spots Ordered	2	Order Gross Cost		\$288.00	Order Grp / Gr Imp		2.8			
Spots Invoiced	2	Invoice Gross Cost		\$288.00	Invoice Grp / Gr Imp		2.8			
Ordered-No Match	0				Grp / Gr Imp Index		100.0			
Invoiced-No Match	0				Order Reach / Frequency		2.2 / 1.3			
Bonus Spots	0				Invoice Reach / Frequency		1.8 / 1.5			

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 05/15/13-05/28/13	Post No: 67700	Order No: 537
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: DOPLA2S1C	Telephone: 601-992-3111	
Campaign: Click It. Ticket.C3			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Spt Len	Invoice Rate	DMA	RTG	M	18-34
AMC-										
Ord DEADLIEST CATCH (Coastwide)	05/15/13-05/19/13			1	:30	\$144.00	3.3		3.3	
Inv (M) PRIDE & GLORY	05/19/13	Sun	8:27p		:30	\$144.00	0.0			
Ord DEADLIEST CATCH (Coastwide)	05/22/13-05/26/13			1	:30	\$144.00	3.3		3.3	
Inv (M) PRIDE & GLORY	05/26/13	Sun	8:28p		:30	\$144.00	0.0			
Ord MAD MEN (Coastwide)	05/15/13-05/19/13			1	:30	\$144.00	2.3		2.3	
Inv (M) MAD MEN	05/19/13	Sun	9:31p		:30	\$144.00	3.9			
Ord MAD MEN (Coastwide)	05/22/13-05/26/13			1	:30	\$144.00	2.3		2.3	
Inv (M) MAD MEN	05/26/13	Sun	9:28p		:30	\$144.00	3.9			

AMC- Invoiced Spots Not Matching Order

AMC- Bonus Spots Applied

AMC- Ordered Spots Not Matching Invoice

AMC- Schedule Totals

Spots Ordered	4	Order Gross Cost	\$576.00	Order Grp / Gr Imp	11.2
Spots Invoiced	4	Invoice Gross Cost	\$576.00	Invoice Grp / Gr Imp	7.8
Ordered-No Match	0			Grp / Gr Imp Index	69.6
Invoiced-No Match	0			Order Reach / Frequency	8.1 / 1.4
Bonus Spots	0			Invoice Reach / Frequency	6.5 / 1.2

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

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.
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Agency: Maggie Clark Media Svcs	Flight: Flight 1 05/15/13-05/28/13	Post No: 67700	Order No: 537
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: DOPLA2S1C	Telephone: 601-992-3111	
Campaign: Click It. Ticket.C3			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Spt Len	Invoice Rate	DMA RTG M 18-34	Rtg	Grp
FAM-									
Ord PRIME (Coastwide)	05/15/13-05/21/13	We-Tu	7:00p-12:00a	7	:30	\$60.00	0.3	2.1	
Inv (M) WILLY WONKA	05/16/13	Thu	9:23p		:30	\$60.00	0.7		
Inv (M) FRESH PRINCE	05/17/13	Fri	8:51p		:30	\$60.00	0.5		
Inv (M) HARRY POTTER	05/18/13	Sat	8:24p		:30	\$60.00	0.7		
Inv (M) DESPICABLE ME	05/19/13	Sun	7:47p		:30	\$60.00	0.7		
Inv (M) SECRET TEEN	05/20/13	Mon	7:43p		:30	\$60.00	0.0		
Inv (M) POCAHONTAS	05/21/13	Tue	9:50p		:30	\$60.00	0.0		
Inv (M) BATMAN BEGINS	05/18/13	Sat	10:55p		:30	\$60.00	0.0		
Ord PRIME (Coastwide)	05/22/13-05/28/13	We-Tu	7:00p-12:00a	7	:30	\$60.00	0.3	2.1	
Inv (M) BURLESQUE	05/22/13	Wed	9:18p		:30	\$60.00	0.7		
Inv (M) COYOTE UGLY	05/23/13	Thu	8:15p		:30	\$60.00	0.7		
Inv (M) PIRATES-CARIBBEAN	05/24/13	Fri	7:21p		:30	\$60.00	0.5		
Inv (M) THE INCREDIBLES	05/25/13	Sat	8:50p		:30	\$60.00	0.7		
Inv (M) FUNNIEST VIDEOS	05/26/13	Sun	10:23p		:30	\$60.00	0.0		
Inv (M) SECRET-TEEN	05/27/13	Mon	7:11p		:30	\$60.00	0.0		
Inv (M) FRESH PRINCE	05/28/13	Tue	11:46p		:30	\$60.00	0.6		

FAM- Invoiced Spots Not Matching Order

FAM- Bonus Spots Applied

FAM- Ordered Spots Not Matching Invoice

FAM- Schedule Totals

Spots Ordered	14	Order Gross Cost	\$840.00	Order Grp / Gr Imp	4.2
Spots Invoiced	14	Invoice Gross Cost	\$840.00	Invoice Grp / Gr Imp	5.8
Ordered-No Match	0			Grp / Gr Imp Index	138.1
Invoiced-No Match	0			Order Reach / Frequency	1.9 / 2.2
				Invoice Reach / Frequency	3.5 / 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 05/15/13-05/28/13	Post No: 67700	Order No: 537
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: DOPLA2S1C	Telephone: 601-992-3111	
Campaign: Click It. Ticket.C3			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Spt Len	Invoice Rate	DMA RTG M 18-34	Rtg	Grp
FX-									
Ord PRIME (Coastwide)	05/15/13-05/21/13	We-Tu	6:00p-12:00a	7	:30	\$96.00	0.5	3.5	
Inv (M) GREEN HORNET	05/16/13	Thu	7:48p		:30	\$96.00	0.0		
Inv (M) JUMPING - BROOM	05/17/13	Fri	10:45p		:30	\$96.00	0.0		
Inv (M) LIVE OR DIE	05/18/13	Sat	7:18p		:30	\$96.00	0.6		
Inv (M) STAR TREK	05/19/13	Sun	9:21p		:30	\$96.00	0.5		
Inv (M) IRON MAN 2	05/20/13	Mon	7:15p		:30	\$96.00	0.8		
Inv (M) 2-1/2 MEN	05/21/13	Tue	6:25p		:30	\$96.00	0.0		
Inv (M) PRIME	05/21/13	Tue	8:49p		:30	\$96.00	0.0		
Ord PRIME (Coastwide)	05/22/13-05/28/13	We-Tu	6:00p-12:00a	7	:30	\$96.00	0.5	3.5	
Inv (M) PRIME	05/22/13	Wed	6:07p		:30	\$96.00	0.0		
Inv (M) PRIME	05/23/13	Thu	8:11p		:30	\$96.00	0.0		
Inv (M) PRIME	05/24/13	Fri	10:09p		:30	\$96.00	0.0		
Inv (M) PRIME	05/25/13	Sat	9:12p		:30	\$96.00	0.0		
Inv (M) PRIME	05/27/13	Mon	11:51p		:30	\$96.00	0.0		
Inv (M) PRIME	05/28/13	Tue	6:47p		:30	\$96.00	0.0		
Inv (M) PRIME	05/25/13	Sat	7:04p		:30	\$96.00	0.6		

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

FX- Schedule Totals									
Spots Ordered	14	Order Gross Cost		\$1,344.00	Order Grp / Gr Imp				7.0
Spots Invoiced	14	Invoice Gross Cost		\$1,344.00	Invoice Grp / Gr Imp				2.5
Ordered-No Match	0				Grp / Gr Imp Index				35.7
Invoiced-No Match	0				Order Reach / Frequency				3.1 / 2.2
					Invoice Reach / Frequency				1.7 / 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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Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: DOPLA2S1C	Telephone: 601-992-3111	
Campaign: Click It. Ticket.C3			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34	Rtg	Grp
ESPN-									
Ord PRIME (Coastwide)	05/15/13-05/21/13	We-Tu	6:00p-12:00a	7	:30	\$72.00	0.4	2.8	
Inv (M) NBA BASKETBALL	05/16/13	Thu	10:08p		:30	\$72.00	0.5		
Inv (M) X GAMES	05/17/13	Fri	7:50p		:30	\$72.00	0.8		
Inv (M) NBA BASKETBALL	05/18/13	Sat	8:36p		:30	\$72.00	0.7		
Inv (M) MLB BASEBALL	05/19/13	Sun	7:23p		:30	\$72.00	0.8		
Inv (M) MLB BASEBALL	05/20/13	Mon	6:05p		:30	\$72.00	0.8		
Inv (M) SPORTSCENTER	05/21/13	Tue	6:11p		:30	\$72.00	0.4		
Inv (M) NBA LOTTERY	05/21/13	Tue	7:43p		:30	\$72.00	0.0		
Ord PRIME (Coastwide)	05/22/13-05/28/13	We-Tu	6:00p-12:00a	7	:30	\$72.00	0.4	2.8	
Inv (M) MLB BASEBALL	05/22/13	Wed	8:59p		:30	\$72.00	0.8		
Inv (M) WMNS SOFTBALL	05/24/13	Fri	6:38p		:30	\$72.00	0.4		
Inv (M) NBA COUNTDOWN	05/25/13	Sat	7:27p		:30	\$72.00	0.7		
Inv (M) MLB BASEBALL	05/26/13	Sun	7:02p		:30	\$72.00	0.8		
Inv (M) NBA BASKETBALL	05/27/13	Mon	10:05p		:30	\$72.00	0.0		
Inv (M) MLB BASEBALL	05/28/13	Tue	8:44p		:30	\$72.00	1.2		
Inv (M) MLB BASEBALL	05/28/13	Tue	10:49p		:30	\$72.00	0.4		

ESPN- Invoiced Spots Not Matching Order

ESPN- Bonus Spots Applied

ESPN- Ordered Spots Not Matching Invoice

ESPN- Schedule Totals									
Spots Ordered	14	Order Gross Cost		\$1,008.00	Order Grp / Gr Imp		5.6		
Spots Invoiced	14	Invoice Gross Cost		\$1,008.00	Invoice Grp / Gr Imp		8.3		
Ordered-No Match	0				Grp / Gr Imp Index		148.2		
Invoiced-No Match	0				Order Reach / Frequency		2.5 / 2.2		
					Invoice Reach / Frequency		5.2 / 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 05/15/13-05/28/13	Post No: 67700	Order No: 537
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: DOPLA2S1C	Telephone: 601-992-3111	
Campaign: Click It. Ticket.C3			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34	Rtg	Grp
HIST-									
Ord PRIME (Coastwide)	05/15/13-05/21/13	We-Tu	6:00p-12:00a	14	:30	\$48.00	1.1	15.4	
Inv SWAMP PEOPLE	05/16/13	Thu	7:15p		:30	\$48.00	1.4		
Inv SWAMP PEOPLE	05/16/13	Thu	7:39p		:30	\$48.00	1.4		
Inv SWAMP PEOPLE	05/16/13	Thu	11:16p		:30	\$48.00	0.0		
Inv AMERICAN PICKERS	05/17/13	Fri	6:13p		:30	\$48.00	0.0		
Inv AMERICAN PICKERS	05/17/13	Fri	7:42p		:30	\$48.00	0.6		
Inv AMERICAN PICKERS	05/17/13	Fri	10:41p		:30	\$48.00	0.6		
Inv PAWN STARS	05/18/13	Sat	6:11p		:30	\$48.00	0.0		
Inv PAWN STARS	05/18/13	Sat	10:14p		:30	\$48.00	0.7		
Inv PAWN STARS	05/19/13	Sun	6:11p		:30	\$48.00	0.0		
Inv AX MEN	05/19/13	Sun	11:14p		:30	\$48.00	0.0		
Inv AMERICAN PICKERS	05/20/13	Mon	7:40p		:30	\$48.00	0.0		
Inv AMERICAN PICKERS	05/20/13	Mon	11:14p		:30	\$48.00	0.0		
Inv AM RESTORATION	05/21/13	Tue	9:12p		:30	\$48.00	1.9		
Inv AM RESTORATION	05/21/13	Tue	9:42p		:30	\$48.00	1.9		
Ord PRIME (Coastwide)	05/22/13-05/28/13	We-Tu	6:00p-12:00a	14	:30	\$48.00	1.1	15.4	
Inv PAWN STARS	05/22/13	Wed	6:12p		:30	\$48.00	2.0		
Inv PAWN STARS	05/22/13	Wed	6:41p		:30	\$48.00	2.0		
Inv SWAMP PEOPLE	05/23/13	Thu	7:15p		:30	\$48.00	1.4		
Inv SWAMP PEOPLE	05/23/13	Thu	7:50p		:30	\$48.00	1.4		
Inv PAWN STARS	05/24/13	Fri	7:41p		:30	\$48.00	0.6		
Inv PAWN STARS	05/24/13	Fri	10:14p		:30	\$48.00	0.6		
Inv PAWN STARS	05/25/13	Sat	10:14p		:30	\$48.00	0.7		
Inv PAWN STARS	05/25/13	Sat	11:11p		:30	\$48.00	0.4		
Inv HATFIELDS-McCOYS	05/26/13	Sun	8:12p		:30	\$48.00	1.2		
Inv HATFIELDS-McCOYS	05/26/13	Sun	9:24p		:30	\$48.00	0.8		
Inv PAWN STARS	05/27/13	Mon	6:41p		:30	\$48.00	0.0		
Inv COUNTING CARS	05/28/13	Tue	8:09p		:30	\$48.00	1.3		
Inv COUNTING CARS	05/28/13	Tue	8:41p		:30	\$48.00	1.3		
Inv COUNTING CARS	05/28/13	Tue	10:42p		:30	\$48.00	0.6		
HIST- Invoiced Spots Not Matching Order									
HIST- Bonus Spots Applied									
HIST- Ordered Spots Not Matching Invoice									
HIST- Schedule Totals									

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Post Reconciliation

Biloxi-Gulfport (B&C)
 Post Book : Nielsen CMY/13
 Order Book : Nielsen CFECMY

Agency: Maggie Clark Media Svcs	Flight: Flight 1 05/15/13-05/28/13	Post No: 67700	Order No: 537
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: DOPLA2S1C	Telephone: 601-992-3111	
Campaign: Click It. Ticket.C3			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
							Rtg Grp
Spots Ordered	28		Order Gross Cost			\$1,344.00	Order Grp / Gr Imp 30.8
Spots Invoiced	28		Invoice Gross Cost			\$1,344.00	Invoice Grp / Gr Imp 22.8
Ordered-No Match	0						Grp / Gr Imp Index 74.0
Invoiced-No Match	0						Order Reach / Frequency 8.6 / 3.6
							Invoice Reach / Frequency 11.3 / 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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Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34	
							Rtg	Grp
TBSC-								
Ord	PRIME (Coastwide)	05/15/13-05/21/13	We-Tu 6:00p-12:00a	7	:30	\$72.00	0.4	2.8
Inv	BIG BANG	05/18/13	Sat 6:14p		:30	\$72.00	1.2	
Inv	BIG BANG	05/18/13	Sat 6:45p		:30	\$72.00	0.5	
Inv	BIG BANG	05/18/13	Sat 7:13p		:30	\$72.00	0.5	
Inv	SEINFELD	05/21/13	Tue 6:17p		:30	\$72.00	0.8	
Inv	BIG BANG	05/21/13	Tue 7:47p		:30	\$72.00	4.7	
Inv	CONAN	05/21/13	Tue 10:30p		:30	\$72.00	0.8	
Inv	LAST LAUGH	05/21/13	Tue 11:17p		:30	\$72.00	0.8	
Ord	PRIME (Coastwide)	05/22/13-05/28/13	We-Tu 6:00p-12:00a	7	:30	\$72.00	0.4	2.8
Inv	MY NAME IS EARL	05/22/13	Wed 6:05p		:30	\$72.00	0.0	
Inv (M)	HOUSE OF PAYNE	05/23/13	Thu 8:14a		:30	\$72.00	0.0	
Inv (M)	FRESH PRINCE	05/24/13	Fri 9:10a		:30	\$72.00	0.0	
Inv (M)	HOUSE OF PAYNE	05/25/13	Sat 7:15a		:30	\$72.00	0.0	
Inv (M)	YOU ME & DUPREE	05/26/13	Sun 12:04p		:30	\$72.00	0.0	
Inv	FAMILY GUY	05/27/13	Mon 7:45p		:30	\$72.00	0.0	
Inv	CONAN	05/28/13	Tue 11:14p		:30	\$72.00	0.8	
TBSC- Invoiced Spots Not Matching Order								
TBSC- Bonus Spots Applied								
TBSC- Ordered Spots Not Matching Invoice								
TBSC- Schedule Totals								
Spots Ordered	14	Order Gross Cost		\$1,008.00	Order Grp / Gr Imp		5.6	
Spots Invoiced	14	Invoice Gross Cost		\$1,008.00	Invoice Grp / Gr Imp		10.1	
Ordered-No Match	0				Grp / Gr Imp Index		180.4	
Invoiced-No Match	0				Order Reach / Frequency		2.5 / 2.2	
					Invoice Reach / Frequency		4.9 / 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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Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: DOPLA2S1C	Telephone: 601-992-3111	
Campaign: Click It. Ticket.C3			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Spt Len	Invoice Rate	DMA RTG M 18-34	Rtg	Grp
TNT-									
Ord PRIME (Coastwide)	05/15/13-05/21/13	We-Tu	6:00p-12:00a	7	:30	\$72.00	0.3	2.1	
Inv CSI: NY	05/16/13	Thu	11:08p		:30	\$72.00	4.0		
Inv GI JANE	05/18/13	Sat	9:16p		:30	\$72.00	0.0		
Inv THE TOWN	05/19/13	Sun	6:30p		:30	\$72.00	0.5		
Inv INGLORIOUS B-TERDS	05/19/13	Sun	9:13p		:30	\$72.00	0.5		
Inv CASTLE	05/20/13	Mon	7:36p		:30	\$72.00	1.3		
Inv CASTLE	05/21/13	Tue	7:23p		:30	\$72.00	3.3		
Inv CASTLE	05/21/13	Tue	8:38p		:30	\$72.00	3.3		
Ord PRIME (Coastwide)	05/22/13-05/28/13	We-Tu	6:00p-12:00a	7	:30	\$72.00	0.3	2.1	
Inv NBA BASKETBALL	05/22/13	Wed	7:54p		:30	\$72.00	1.8		
Inv CASTLE	05/23/13	Thu	7:41p		:30	\$72.00	4.0		
Inv THE MENTALIST	05/24/13	Fri	6:04p		:30	\$72.00	0.0		
Inv DARK KNIGHT	05/25/13	Sat	7:55p		:30	\$72.00	0.0		
Inv INSIDE THE MBA	05/26/13	Sun	10:52p		:30	\$72.00	0.5		
Inv CASTLE	05/27/13	Mon	9:19p		:30	\$72.00	1.2		
Inv NBA BASKETBALL	05/28/13	Tue	8:52p		:30	\$72.00	3.3		

TNT- Invoiced Spots Not Matching Order

TNT- Bonus Spots Applied

TNT- Ordered Spots Not Matching Invoice

TNT- Schedule Totals

Spots Ordered	14	Order Gross Cost	\$1,008.00	Order Grp / Gr Imp	4.2
Spots Invoiced	14	Invoice Gross Cost	\$1,008.00	Invoice Grp / Gr Imp	23.7
Ordered-No Match	0			Grp / Gr Imp Index	564.3
Invoiced-No Match	0			Order Reach / Frequency	1.9 / 2.2
Bonus Spots	0			Invoice Reach / Frequency	15.5 / 1.5

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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Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: DOPLA2S1C	Telephone: 601-992-3111	
Campaign: Click It. Ticket.C3			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Spt Len	Invoice Rate	DMA Rtg	M 18-34 Grp
USA-								
Ord WWE RAW (Coastwide)	05/15/13-05/19/13			2	:30	\$144.00	2.9	5.8
Inv WWE MON NIGHT	05/20/13	Mon	8:09p		:30	\$144.00	3.8	
Inv (M) WWE MON NIGHT	05/20/13	Mon	9:30p		:30	\$144.00	4.2	
Ord WWE RAW (Coastwide)	05/22/13-05/26/13			2	:30	\$144.00	2.9	5.8
Inv WWE MON NIGHT	05/27/13	Mon	8:29p		:30	\$144.00	3.8	
Inv WWE MON NIGHT	05/27/13	Mon	9:11p		:30	\$144.00	4.2	
Ord PRIME (Coastwide)	05/15/13-05/21/13	We-Tu	6:00p-12:00a	7	:30	\$72.00	0.4	2.8
Inv CSI: CRIME SCENE	05/16/13	Thu	11:31p		:30	\$72.00	0.0	
Inv 40-YR OLD VIRGIN	05/18/13	Sat	10:21p		:30	\$72.00	0.6	
Inv LAW-ORDER	05/19/13	Sun	8:40p		:30	\$72.00	0.6	
Inv LAW-ORDER	05/21/13	Tue	6:29p		:30	\$72.00	0.0	
Inv SUITS	05/19/13	Sun	10:40p		:30	\$72.00	0.6	
Inv CASINO ROYALE	05/19/13	Sun	11:24p		:30	\$72.00	0.0	
Inv (M) LAW-ORDER	05/21/13	Tue	9:40p		:30	\$72.00	0.0	
Ord PRIME (Coastwide)	05/22/13-05/28/13	We-Tu	6:00p-12:00a	7	:30	\$72.00	0.4	2.8
Inv NCIS: LA	05/22/13	Wed	10:27p		:30	\$72.00	1.5	
Inv NCIS	05/23/13	Thu	7:25p		:30	\$72.00	0.0	
Inv PSYCH	05/23/13	Thu	10:20p		:30	\$72.00	0.0	
Inv LAW-ORDER: SVU	05/24/13	Fri	6:33p		:30	\$72.00	0.0	
Inv LAW-ORDER: SVU	05/25/13	Sat	8:38p		:30	\$72.00	0.0	
Inv NCIS	05/26/13	Sun	8:23p		:30	\$72.00	0.6	
Inv LAW-ORDER: SVU	05/28/13	Tue	7:43p		:30	\$72.00	0.0	

USA- Invoiced Spots Not Matching Order

USA- Bonus Spots Applied

USA- Ordered Spots Not Matching Invoice

USA- Schedule Totals

Spots Ordered	18	Order Gross Cost	\$1,584.00	Order Grp / Gr Imp	17.2
Spots Invoiced	18	Invoice Gross Cost	\$1,584.00	Invoice Grp / Gr Imp	19.9
Ordered-No Match	0			Grp / Gr Imp Index	115.7
Invoiced-No Match	0			Order Reach / Frequency	8.4 / 2.0
Bonus Spots	0			Invoice Reach / Frequency	13.6 / 1.5

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 05/15/13-05/28/13	Post No: 67700	Order No: 537
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: DOPLA2S1C	Telephone: 601-992-3111	
Campaign: Click It. Ticket.C3			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
							Rtg Grp
All Stations Schedule Totals							
Spots Ordered	124	Order Gross Cost		\$9,192.00	Order Grp / Gr Imp		92.2
Spots Invoiced	124	Invoice Gross Cost		\$9,192.00	Invoice Grp / Gr Imp		104.9
Ordered-No Match	0				Grp / Gr Imp Index		113.8
Invoiced-No Match	0				Order Reach / Frequency		34.9 / 2.6
Bonus Spots	0				Invoice Reach / Frequency		46.9 / 2.2
NOTE: Spots Invoiced represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. Invoiced-No Match represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. Invoice versus Order estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.							

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Maggie Clark - 6/30/13 3:46 PM

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



Post Book : Nielsen CMY/13

Order Book : Nielsen CFECMY

Agency: Maggie Clark Media Srvc	Flight: Flight 1 05/15/13-05/28/13	Post No: 67701	Order No: 534
Buyer: Maggie Clark	Lengths: :30	Company: Maggie Clark Media Srvc	
Advertiser: MDPS	Agcy Est No:	Telephone: 601-992-3111	
Campaign: Click It. Ticket. C3			

All Stations

Spots Ordered	70
Spots Invoiced	68
Order Gross Cost	\$3,318.00
Invoice Gross Cost	\$3,251.00
	DMA RTG M 18-34
Ordered GRPs / Gross Impressions	134.0
Actual GRPs / Gross Impressions	49.5
GRP / Gross Impression Index	36.9
Actual Reach & Frequency	19.6 & 2.5

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

Comcast Spotlight for Columbus-Tupelo (N MS) has agreed to run a make-good schedule to compensate for the shortfall. The make-good schedule will air with the next flight placed by MDPS.

Total GRPs, M18-34 Due: 71.1

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.
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Agency: Maggie Clark Media Svcs	Flight: Flight 1 05/15/13-05/28/13	Post No: 67701	Order No: 534
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: ODPE1AL	Telephone: 601-992-3111	
Campaign: Click It. Ticket. C3			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34	
							Rtg	Grp
AEN-								
Ord DUCK DYNASTY (IC 9134)	05/15/13-05/19/13			2	:30	\$55.00	2.1	4.2
Inv (M) STORAGE WARS	05/17/13	Fri	9:42p		:30	\$55.00	0.0	
Inv (M) STORAGE WARS	05/24/13	Fri	9:43p		:30	\$55.00	0.0	
Ord DUCK DYNASTY (IC 9134)	05/22/13-05/26/13			2	:30	\$55.00	2.1	4.2
Inv DUCK DYNASTY	05/22/13	Wed	9:41p		:30	\$55.00	2.8	
Inv (M) STORAGE WARS	05/26/13	Sun	9:42p		:30	\$55.00	0.5	
AEN- Invoiced Spots Not Matching Order								
AEN- Bonus Spots Applied								
AEN- Ordered Spots Not Matching Invoice								
AEN- Schedule Totals								
Spots Ordered	4	Order Gross Cost		\$220.00	Order Grp / Gr Imp		8.4	
Spots Invoiced	4	Invoice Gross Cost		\$220.00	Invoice Grp / Gr Imp		3.3	
Ordered-No Match	0				Grp / Gr Imp Index		39.3	
Invoiced-No Match	0				Order Reach / Frequency		4.7 / 1.8	
Bonus Spots	0				Invoice Reach / Frequency		3.0 / 1.1	

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 05/15/13-05/28/13	Post No: 67701	Order No: 534
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: ODPE1AL	Telephone: 601-992-3111	
Campaign: Click It. Ticket. C3			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34	Rtg	Grp
AMC-									
Ord COL 4911: KILLING	05/15/13-05/19/13			1	:30	\$15.00	6.2	6.2	
Inv PRIDE-GLORY	05/19/13	Sun	8:27p		:30	\$15.00	0.0		
Ord COL 4911: KILLING	05/22/13-05/26/13			1	:30	\$15.00	6.2	6.2	
Inv PRIDE-GLORY	05/26/13	Sun	8:51p		:30	\$15.00	0.0		
Ord COL 4911: MAD MEN	05/15/13-05/19/13			1	:30	\$15.00	2.7	2.7	
Inv MAD MEN	05/19/13	Sun	9:54p		:30	\$15.00	1.5		
Ord COL 4911: MAD MEN	05/22/13-05/26/13			1	:30	\$15.00	2.7	2.7	
Inv MAD MEN	05/26/13	Sun	9:28p		:30	\$15.00	1.5		
Ord TUPELO 3044: KILLING	05/15/13-05/19/13			1	:30	\$22.00	6.2	6.2	
Inv PRIDE-GLORY	05/19/13	Sun	8:53p		:30	\$22.00	0.0		
Ord TUPELO 3044: MAD MEN	05/15/13-05/19/13			1	:30	\$22.00	2.7	2.7	
Inv MAD MEN	05/19/13	Sun	9:55p		:30	\$22.00	1.5		
Ord TUPELO 3044: MAD MEN	05/22/13-05/26/13			1	:30	\$22.00	2.7	2.7	
Inv (M) MAD MEN	05/26/13	Sun	9:28p		:30	\$22.00	1.5		
AMC- Invoiced Spots Not Matching Order									
AMC- Bonus Spots Applied									
AMC- Ordered Spots Not Matching Invoice									
Ord TUPELO 3044: KILLING	05/22/13-05/26/13			1	:30	\$22.00	6.2	6.2	
AMC- Schedule Totals									
Spots Ordered	8	Order Gross Cost		\$148.00	Order Grp / Gr Imp		35.6		
Spots Invoiced	7	Invoice Gross Cost		\$126.00	Invoice Grp / Gr Imp		6.0		
Ordered-No Match	1				Grp / Gr Imp Index		16.9		
Invoiced-No Match	0				Order Reach / Frequency		23.8 / 1.5		
					Invoice Reach / Frequency		3.2 / 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.									

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Agency: Maggie Clark Media Svcs	Flight: Flight 1 05/15/13-05/28/13	Post No: 67701	Order No: 534
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: ODPE1AL	Telephone: 601-992-3111	
Campaign: Click It. Ticket. C3			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Spt Len	Invoice Rate	DMA RTG M 18-34	Rtg	Grp
ESPN-									
Ord ELY FRG (IC 9134)	05/15/13-05/21/13	We-Tu	4:00p- 7:00p	7	:30	\$45.00	1.0	7.0	
Inv ELY FRINGE	05/17/13	Fri	5:40p		:30	\$45.00	0.0		
Inv ELY FRINGE	05/17/13	Fri	6:38p		:30	\$45.00	0.0		
Inv DAYTIME	05/19/13	Sun	4:50p		:30	\$45.00	0.0		
Inv DAYTIME	05/19/13	Sun	5:39p		:30	\$45.00	0.0		
Inv DAYTIME	05/19/13	Sun	6:26p		:30	\$45.00	0.0		
Inv ELY FRINGE	05/20/13	Mon	5:29p		:30	\$45.00	0.0		
Inv ELY FRINGE	05/21/13	Tue	4:49p		:30	\$45.00	2.2		
Ord ELY FRG (IC 9134)	05/22/13-05/28/13	We-Tu	4:00p- 7:00p	7	:30	\$45.00	1.0	7.0	
Inv ELY FRINGE	05/22/13	Wed	5:29p		:30	\$45.00	0.0		
Inv DAYTIME	05/26/13	Sun	4:42p		:30	\$45.00	0.0		
Inv DAYTIME	05/26/13	Sun	5:17p		:30	\$45.00	0.0		
Inv DAYTIME	05/27/13	Mon	6:44p		:30	\$45.00	0.0		
Inv ELY FRINGE	05/28/13	Tue	4:49p		:30	\$45.00	2.2		
Ord PRIME (IC 9134)	05/15/13-05/21/13	We-Tu	7:00p-12:00a	14	:30	\$55.00	1.5	21.0	
Inv PRIME	05/17/13	Fri	7:50p		:30	\$55.00	0.7		
Inv PRIME	05/17/13	Fri	9:40p		:30	\$55.00	0.0		
Inv PRIME	05/17/13	Fri	11:50p		:30	\$55.00	0.0		
Inv PRIME	05/17/13	Fri	11:57p		:30	\$55.00	0.0		
Inv PRIME	05/18/13	Sat	8:37p		:30	\$55.00	1.2		
Inv PRIME	05/18/13	Sat	10:45p		:30	\$55.00	2.1		
Inv PRIME	05/18/13	Sat	11:51p		:30	\$55.00	1.2		
Inv PRIME	05/18/13	Sat	11:57p		:30	\$55.00	1.2		
Inv PRIME	05/19/13	Sun	10:38p		:30	\$55.00	0.6		
Inv PRIME	05/19/13	Sun	11:52p		:30	\$55.00	1.3		
Inv PRIME	05/20/13	Mon	11:50p		:30	\$55.00	0.7		
Inv PRIME	05/20/13	Mon	11:58p		:30	\$55.00	0.7		
Inv PRIME	05/21/13	Tue	11:49p		:30	\$55.00	0.0		
Inv PRIME	05/21/13	Tue	11:56p		:30	\$55.00	0.0		
Ord PRIME (IC 9134)	05/22/13-05/28/13	We-Tu	7:00p-12:00a	14	:30	\$55.00	1.5	21.0	
Inv PRIME	05/22/13	Wed	11:53p		:30	\$55.00	0.6		
Inv PRIME	05/22/13	Wed	11:59p		:30	\$55.00	0.6		
Inv PRIME	05/23/13	Thu	7:27p		:30	\$55.00	2.4		
Inv PRIME	05/23/13	Thu	11:50p		:30	\$55.00	0.7		
Inv PRIME	05/23/13	Thu	11:57p		:30	\$55.00	0.7		
Inv PRIME	05/24/13	Fri	8:57p		:30	\$55.00	0.7		

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Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34	
							Rtg	Grp
Inv PRIME	05/24/13	Fri	9:32p		:30	\$55.00	0.0	
Inv PRIME	05/24/13	Fri	11:50p		:30	\$55.00	0.0	
Inv PRIME	05/24/13	Fri	11:56p		:30	\$55.00	0.0	
Inv PRIME	05/25/13	Sat	11:38p		:30	\$55.00	1.2	
Inv PRIME	05/25/13	Sat	11:45p		:30	\$55.00	1.2	
Inv PRIME	05/25/13	Sat	11:51p		:30	\$55.00	1.2	
Inv PRIME	05/27/13	Mon	7:39p		:30	\$55.00	0.0	
Inv PRIME	05/27/13	Mon	9:31p		:30	\$55.00	0.0	
Ord DAYTIME (IC 9134)	05/15/13-05/19/13			6	:30	\$45.00	2.0	12.0
Inv DAYTIME	05/18/13	Sat	12:04p		:30	\$45.00	0.0	
Inv DAYTIME	05/18/13	Sat	3:50p		:30	\$45.00	0.0	
Inv DAYTIME	05/18/13	Sat	4:35p		:30	\$45.00	0.0	
Inv DAYTIME	05/19/13	Sun	12:59p		:30	\$45.00	0.0	
Inv DAYTIME	05/19/13	Sun	1:57p		:30	\$45.00	0.0	
Inv DAYTIME	05/19/13	Sun	3:03p		:30	\$45.00	0.0	
Ord DAYTIME (IC 9134)	05/22/13-05/26/13			6	:30	\$45.00	2.0	12.0
Inv DAYTIME	05/25/13	Sat	11:33a		:30	\$45.00	0.0	
Inv DAYTIME	05/25/13	Sat	1:53p		:30	\$45.00	0.0	
Inv DAYTIME	05/25/13	Sat	2:46p		:30	\$45.00	0.0	
Inv DAYTIME	05/25/13	Sat	4:47p		:30	\$45.00	0.0	
Inv DAYTIME	05/26/13	Sun	11:38a		:30	\$45.00	2.0	
Inv DAYTIME	05/26/13	Sun	12:53p		:30	\$45.00	0.0	
ESPN- Invoiced Spots Not Matching Order								
Inv DAYTIME	05/19/13	Sun	3:53p		:30	\$45.00	0.0	
ESPN- Bonus Spots Applied								
ESPN- Ordered Spots Not Matching Invoice								
Ord ELY FRG (IC 9134)	05/22/13-05/28/13		We-Tu 4:00p- 7:00p	2	:30	\$45.00	1.0	2.0
ESPN- Schedule Totals								
Spots Ordered	54	Order Gross Cost		\$2,710.00	Order Grp / Gr Imp		80.0	
Spots Invoiced	53	Invoice Gross Cost		\$2,665.00	Invoice Grp / Gr Imp		25.4	
Ordered-No Match	2				Grp / Gr Imp Index		31.8	
Invoiced-No Match	1				Order Reach / Frequency		18.1 / 4.4	
					Invoice Reach / Frequency		12.4 / 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 05/15/13-05/28/13	Post No: 67701	Order No: 534
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: ODPE1AL	Telephone: 601-992-3111	
Campaign: Click It. Ticket. C3			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34	
							Rtg	Grp
USA-								
Ord	WWE MONDAY RAW (IC 9134)	05/15/13-05/19/13		2	:30	\$60.00	2.5	5.0
Inv	WWE MON NIGHT	05/20/13	Mon 8:09p		:30	\$60.00	3.7	
Inv	WWE MON NIGHT	05/20/13	Mon 9:06p		:30	\$60.00	3.7	
Ord	WWE MONDAY RAW (IC 9134)	05/22/13-05/26/13		2	:30	\$60.00	2.5	5.0
Inv	WWE MON NIGHT	05/27/13	Mon 8:08p		:30	\$60.00	3.7	
Inv	WWE MON NIGHT	05/27/13	Mon 9:11p		:30	\$60.00	3.7	
USA- Invoiced Spots Not Matching Order								
USA- Bonus Spots Applied								
USA- Ordered Spots Not Matching Invoice								
USA- Schedule Totals								
Spots Ordered	4	Order Gross Cost		\$240.00	Order Grp / Gr Imp		10.0	
Spots Invoiced	4	Invoice Gross Cost		\$240.00	Invoice Grp / Gr Imp		14.8	
Ordered-No Match	0				Grp / Gr Imp Index		148.0	
Invoiced-No Match	0				Order Reach / Frequency		5.6 / 1.8	
					Invoice Reach / Frequency		9.0 / 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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Post Reconciliation

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

Agency: Maggie Clark Media Svcs	Flight: Flight 1 05/15/13-05/28/13	Post No: 67701	Order No: 534
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: ODPE1AL	Telephone: 601-992-3111	
Campaign: Click It. Ticket. C3			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
							Rtg Grp
All Stations Schedule Totals							
Spots Ordered	70	Order Gross Cost		\$3,318.00	Order Grp / Gr Imp		134.0
Spots Invoiced	68	Invoice Gross Cost		\$3,251.00	Invoice Grp / Gr Imp		49.5
Ordered-No Match	3				Grp / Gr Imp Index		36.9
Invoiced-No Match	1				Order Reach / Frequency		43.7 / 3.1
Bonus Spots	0				Invoice Reach / Frequency		19.6 / 2.5
NOTE: Spots Invoiced represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. Invoiced-No Match represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. Invoice versus Order estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.							

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Maggie Clark - 6/30/13 5:45 PM

Hattiesburg-Laurel (B&C)
 Post Book : Nielsen CMY/13
 Order Book : Nielsen CFECMY

Agency:	Maggie Clark Media Svcs	Flight:	Flight 1 05/15/13-05/28/13	Post No:	67702	Order No:	532
Buyer:	Maggie Clark	Lengths:	:30	Company:	Maggie Clark Media Svcs		
Advertiser:	MDPS	Agcy Est No:		Telephone:	601-992-3111		
Campaign:	Click It. Ticket.C3						

All Stations

Spots Ordered	248
Spots Invoiced	229
Order Gross Cost	\$4,148.00
Invoice Gross Cost	\$3,889.00
DMA RTG M 18-34	
Ordered GRPs / Gross Impressions	169.4
Actual GRPs / Gross Impressions	155.9
GRP / Gross Impression Index	92.0
Actual Reach & Frequency	56.5 & 2.8

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

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.
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Agency: Maggie Clark Media Svcs	Flight: Flight 1 05/15/13-05/28/13	Post No: 67702	Order No: 532
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: OPEDL12A	Telephone: 601-992-3111	
Campaign: Click It. Ticket.C3			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34	
							Rtg	Grp
AEN-								
Ord H-BURG: DUCK DYNASTY	05/15/13-05/19/13			2	:30	\$25.00	1.5	3.0
Inv (M) DUCK DYNASTY	05/19/13	Sun	7:39p		:30	\$25.00	0.0	
Inv (M) DUCK DYNASTY	05/19/13	Sun	8:09p		:30	\$25.00	1.4	
Ord H-BURG: DUCK DYNASTY	05/22/13-05/26/13			2	:30	\$25.00	1.5	3.0
Inv DUCK DYNASTY	05/22/13	Wed	9:09p		:30	\$25.00	1.9	
Inv DUCK DYNASTY	05/22/13	Wed	10:41p		:30	\$25.00	1.4	
AEN- Invoiced Spots Not Matching Order								
AEN- Bonus Spots Applied								
AEN- Ordered Spots Not Matching Invoice								
AEN- Schedule Totals								
Spots Ordered	4	Order Gross Cost		\$100.00	Order Grp / Gr Imp		6.0	
Spots Invoiced	4	Invoice Gross Cost		\$100.00	Invoice Grp / Gr Imp		4.7	
Ordered-No Match	0				Grp / Gr Imp Index		78.3	
Invoiced-No Match	0				Order Reach / Frequency		3.3 / 1.8	
Bonus Spots	0				Invoice Reach / Frequency		2.7 / 1.7	

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

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Agency: Maggie Clark Media Svcs	Flight: Flight 1 05/15/13-05/28/13	Post No: 67702	Order No: 532
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: OPEDL12A	Telephone: 601-992-3111	
Campaign: Click It. Ticket.C3			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Spt Len	Invoice Rate	DMA RTG M 18-34	Rtg	Grp
AMC-									
Ord H-BURG: KILLING	05/15/13-05/19/13			1	:30	\$10.00	4.7	4.7	
Inv PRIDE - GLORY	05/19/13	Sun	8:27p		:30	\$10.00	0.0		
Ord H-BURG: MAD MEN	05/15/13-05/19/13			1	:30	\$10.00	2.9	2.9	
Inv MAD MEN	05/19/13	Sun	9:32p		:30	\$10.00	0.9		
Ord H-BURG: MAD MEN	05/22/13-05/26/13			1	:30	\$10.00	2.9	2.9	
Inv MAD MEN	05/26/13	Sun	9:52p		:30	\$10.00	0.9		
Ord H-BURG: DAYTIME	05/15/13-05/19/13			4	:30	\$7.00	1.0	4.0	
Inv KNIGHT'S TALE	05/19/13	Sun	1:53p		:30	\$7.00	0.0		
Inv LAST SAMURAI	05/19/13	Sun	2:49p		:30	\$7.00	0.0		
Inv LAST SAMURAI	05/19/13	Sun	4:22p		:30	\$7.00	0.0		
Inv LAST SAMURAI	05/19/13	Sun	5:18p		:30	\$7.00	0.0		
Ord H-BURG: DAYTIME	05/22/13-05/26/13			4	:30	\$7.00	1.0	4.0	
Inv RAWHIDE	05/25/13	Sat	11:39a		:30	\$7.00	0.0		
Inv CHISUM	05/25/13	Sat	1:22p		:30	\$7.00	0.0		
Inv MAD MEN	05/26/13	Sun	1:49p		:30	\$7.00	0.0		
Inv MAD MEN	05/26/13	Sun	6:17p		:30	\$7.00	0.0		

AMC- Invoiced Spots Not Matching Order

AMC- Bonus Spots Applied

AMC- Ordered Spots Not Matching Invoice

Ord H-BURG: KILLING	05/22/13-05/26/13			1	:30	\$10.00	4.7	4.7	
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AMC- Schedule Totals

Spots Ordered	12	Order Gross Cost	\$96.00	Order Grp / Gr Imp	23.2
Spots Invoiced	11	Invoice Gross Cost	\$86.00	Invoice Grp / Gr Imp	1.8
Ordered-No Match	1			Grp / Gr Imp Index	7.8
Invoiced-No Match	0			Order Reach / Frequency	15.0 / 1.5
				Invoice Reach / Frequency	1.2 / 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 05/15/13-05/28/13	Post No: 67702	Order No: 532
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: OPEDL12A	Telephone: 601-992-3111	
Campaign: Click It. Ticket.C3			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA	RTG	M 18-34
							Rtg	Grp	
ESPN-									
Ord	H-BURG: PRIME	05/15/13-05/21/13	We-Tu 7:00p-12:00a	7	:30	\$30.00	0.4	2.8	
Inv	SPORTSCENTER	05/16/13	Thu 11:58p		:30	\$30.00	0.0		
Inv	SPORTSCENTER	05/19/13	Sun 10:22p		:30	\$30.00	0.0		
Inv	SPORTSCENTER	05/19/13	Sun 10:37p		:30	\$30.00	0.0		
Inv	SPORTSCENTER	05/20/13	Mon 11:58p		:30	\$30.00	0.0		
Inv	SPORTSCENTER	05/21/13	Tue 11:57p		:30	\$30.00	0.0		
Ord	H-BURG: PRIME	05/22/13-05/28/13	We-Tu 7:00p-12:00a	7	:30	\$30.00	0.4	2.8	
Inv	SPORTSCENTER	05/22/13	Wed 11:59p		:30	\$30.00	0.4		
Inv	MLB BASEBALL	05/23/13	Thu 8:28p		:30	\$30.00	2.7		
Inv	SPORTSCENTER	05/24/13	Fri 11:57p		:30	\$30.00	1.4		
Inv	NBA COUNTDOWN	05/25/13	Sat 7:27p		:30	\$30.00	1.5		
Inv	MLB BASEBALL	05/26/13	Sun 7:28p		:30	\$30.00	0.9		
Inv	SPORTSCENTER	05/27/13	Mon 11:30p		:30	\$30.00	0.0		
Inv	MLB BASEBALL	05/28/13	Tue 9:38p		:30	\$30.00	0.4		
Ord	LAUREL: PRIME	05/15/13-05/21/13	We-Tu 7:00p-12:00a	7	:30	\$8.00	0.4	2.8	
Inv	NBA BASKETBALL	05/18/13	Sat 8:24p		:30	\$8.00	0.0		
Inv	SPORTSCENTER	05/19/13	Sun 10:23p		:30	\$8.00	0.0		
Inv	SPORTSCENTER	05/19/13	Sun 11:52p		:30	\$8.00	0.0		
Inv	SPORTSCENTER	05/20/13	Mon 10:40p		:30	\$8.00	0.0		
Inv	SPORTSCENTER	05/20/13	Mon 11:58p		:30	\$8.00	0.0		
Inv	SPORTSCENTER	05/21/13	Tue 11:57p		:30	\$8.00	0.0		
Ord	LAUREL: PRIME	05/22/13-05/28/13	We-Tu 7:00p-12:00a	7	:30	\$8.00	0.4	2.8	
Inv	SPORTSCENTER	05/22/13	Wed 11:59p		:30	\$8.00	0.4		
Inv	SPORTSCENTER	05/24/13	Fri 10:21p		:30	\$8.00	1.9		
Inv	SPORTSCENTER	05/25/13	Sat 11:51p		:30	\$8.00	1.9		
Inv	MLB BASEBALL	05/26/13	Sun 9:33p		:30	\$8.00	0.0		
Inv	NBA COUNTDOWN	05/27/13	Mon 7:15p		:30	\$8.00	0.0		
Inv	MLB BASEBALL	05/28/13	Tue 11:43p		:30	\$8.00	0.0		
ESPN- Invoiced Spots Not Matching Order									
ESPN- Bonus Spots Applied									
ESPN- Ordered Spots Not Matching Invoice									
Ord	H-BURG: PRIME	05/15/13-05/21/13	We-Tu 7:00p-12:00a	2	:30	\$30.00	0.4	0.8	
Ord	LAUREL: PRIME	05/15/13-05/21/13	We-Tu 7:00p-12:00a	1	:30	\$8.00	0.4	0.4	
Ord	LAUREL: PRIME	05/22/13-05/28/13	We-Tu 7:00p-12:00a	1	:30	\$8.00	0.4	0.4	
ESPN- Schedule Totals									

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Agency: Maggie Clark Media Svcs	Flight: Flight 1 05/15/13-05/28/13	Post No: 67702	Order No: 532
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: OPEDL12A	Telephone: 601-992-3111	
Campaign: Click It. Ticket.C3			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
							Rtg Grp
Spots Ordered	28		Order Gross Cost			\$532.00	Order Grp / Gr Imp 11.2
Spots Invoiced	24		Invoice Gross Cost			\$456.00	Invoice Grp / Gr Imp 11.5
Ordered-No Match	4						Grp / Gr Imp Index 102.7
Invoiced-No Match	0						Order Reach / Frequency 3.5 / 3.2
							Invoice Reach / Frequency 6.8 / 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	Rtg	Grp
TNT-									
Ord H-BURG: ELY FRG	05/15/13-05/21/13	We-Tu	4:00p- 7:00p	7	:30	\$20.00	0.4	2.8	
Inv NOT AVAILABLE	05/18/13	Sat	4:54p		:30	\$20.00	1.4		
Inv NOT AVAILABLE	05/18/13	Sat	5:10p		:30	\$20.00	0.0		
Inv NOT AVAILABLE	05/19/13	Sun	5:23p		:30	\$20.00	0.0		
Inv NOT AVAILABLE	05/19/13	Sun	5:38p		:30	\$20.00	0.0		
Inv NOT AVAILABLE	05/20/13	Mon	4:23p		:30	\$20.00	0.0		
Inv NOT AVAILABLE	05/20/13	Mon	5:22p		:30	\$20.00	0.0		
Inv NOT AVAILABLE	05/21/13	Tue	4:21p		:30	\$20.00	0.0		
Ord H-BURG: ELY FRG	05/22/13-05/28/13	We-Tu	4:00p- 7:00p	7	:30	\$20.00	0.4	2.8	
Inv NOT AVAILABLE	05/22/13	Wed	4:12p		:30	\$20.00	0.0		
Inv NOT AVAILABLE	05/23/13	Thu	5:40p		:30	\$20.00	0.0		
Inv NOT AVAILABLE	05/24/13	Fri	5:18p		:30	\$20.00	0.0		
Inv NOT AVAILABLE	05/25/13	Sat	5:07p		:30	\$20.00	0.0		
Inv NOT AVAILABLE	05/26/13	Sun	5:36p		:30	\$20.00	0.0		
Inv NOT AVAILABLE	05/27/13	Mon	5:41p		:30	\$20.00	0.0		
Inv NOT AVAILABLE	05/28/13	Tue	5:19p		:30	\$20.00	0.0		
Ord H-BURG: PRIME	05/15/13-05/21/13	We-Tu	7:00p-12:00a	14	:30	\$24.00	0.6	8.4	
Inv NOT AVAILABLE	05/18/13	Sat	8:09p		:30	\$24.00	0.0		
Inv NOT AVAILABLE	05/18/13	Sat	9:51p		:30	\$24.00	0.0		
Inv NOT AVAILABLE	05/19/13	Sun	7:46p		:30	\$24.00	0.0		
Inv NOT AVAILABLE	05/19/13	Sun	8:20p		:30	\$24.00	0.0		
Inv NOT AVAILABLE	05/19/13	Sun	10:52p		:30	\$24.00	1.4		
Inv NOT AVAILABLE	05/19/13	Sun	11:56p		:30	\$24.00	0.0		
Inv NOT AVAILABLE	05/20/13	Mon	10:05p		:30	\$24.00	2.6		
Inv NOT AVAILABLE	05/20/13	Mon	10:17p		:30	\$24.00	2.6		
Inv NOT AVAILABLE	05/20/13	Mon	11:16p		:30	\$24.00	1.4		
Inv NOT AVAILABLE	05/20/13	Mon	11:38p		:30	\$24.00	1.4		
Inv NOT AVAILABLE	05/21/13	Tue	7:40p		:30	\$24.00	1.5		
Inv NOT AVAILABLE	05/21/13	Tue	8:38p		:30	\$24.00	1.5		
Inv NOT AVAILABLE	05/21/13	Tue	10:21p		:30	\$24.00	1.5		
Ord H-BURG: PRIME	05/22/13-05/28/13	We-Tu	7:00p-12:00a	14	:30	\$24.00	0.6	8.4	
Inv NOT AVAILABLE	05/22/13	Wed	10:01p		:30	\$24.00	0.3		
Inv NOT AVAILABLE	05/22/13	Wed	11:43p		:30	\$24.00	1.4		
Inv NOT AVAILABLE	05/23/13	Thu	9:12p		:30	\$24.00	1.9		
Inv NOT AVAILABLE	05/23/13	Thu	10:17p		:30	\$24.00	1.9		
Inv NOT AVAILABLE	05/24/13	Fri	7:14p		:30	\$24.00	1.1		
Inv NOT AVAILABLE	05/24/13	Fri	9:29p		:30	\$24.00	1.1		
Inv NOT AVAILABLE	05/25/13	Sat	10:25p		:30	\$24.00	0.0		
Inv NOT AVAILABLE	05/25/13	Sat	11:35p		:30	\$24.00	0.0		
Inv NOT AVAILABLE	05/26/13	Sun	7:52p		:30	\$24.00	0.0		
Inv NOT AVAILABLE	05/26/13	Sun	11:46p		:30	\$24.00	0.0		
Inv NOT AVAILABLE	05/27/13	Mon	10:22p		:30	\$24.00	2.6		

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Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34	
							Rtg	Grp
Inv NOT AVAILABLE	05/27/13	Mon	11:18p		:30	\$24.00	1.4	
Inv NOT AVAILABLE	05/28/13	Tue	7:14p		:30	\$24.00	1.5	
Inv NOT AVAILABLE	05/28/13	Tue	11:18p		:30	\$24.00	0.0	
Ord LAUREL: ELY FRG	05/15/13-05/21/13	We-Tu	4:00p- 7:00p	7	:30	\$7.00	0.4	2.8
Inv NOT AVAILABLE	05/18/13	Sat	4:54p		:30	\$7.00	1.4	
Inv NOT AVAILABLE	05/18/13	Sat	5:10p		:30	\$7.00	0.0	
Inv NOT AVAILABLE	05/19/13	Sun	5:08p		:30	\$7.00	0.0	
Inv NOT AVAILABLE	05/19/13	Sun	5:56p		:30	\$7.00	0.0	
Inv NOT AVAILABLE	05/20/13	Mon	4:41p		:30	\$7.00	0.0	
Inv NOT AVAILABLE	05/20/13	Mon	5:08p		:30	\$7.00	0.0	
Inv NOT AVAILABLE	05/21/13	Tue	5:42p		:30	\$7.00	0.0	
Ord LAUREL: ELY FRG	05/22/13-05/28/13	We-Tu	4:00p- 7:00p	7	:30	\$7.00	0.4	2.8
Inv NOT AVAILABLE	05/22/13	Wed	5:20p		:30	\$7.00	0.0	
Inv NOT AVAILABLE	05/23/13	Thu	5:11p		:30	\$7.00	0.0	
Inv NOT AVAILABLE	05/24/13	Fri	4:04p		:30	\$7.00	0.0	
Inv (M) NOT AVAILABLE	05/25/13	Sat	3:53p		:30	\$7.00	1.4	
Inv NOT AVAILABLE	05/26/13	Sun	4:23p		:30	\$7.00	0.0	
Inv NOT AVAILABLE	05/27/13	Mon	4:10p		:30	\$7.00	0.0	
Inv NOT AVAILABLE	05/28/13	Tue	6:42p		:30	\$7.00	1.5	
Ord LAUREL: PRIME	05/15/13-05/21/13	We-Tu	7:00p-12:00a	14	:30	\$8.00	0.6	8.4
Inv NOT AVAILABLE	05/18/13	Sat	8:57p		:30	\$8.00	0.0	
Inv NOT AVAILABLE	05/18/13	Sat	10:24p		:30	\$8.00	0.0	
Inv NOT AVAILABLE	05/19/13	Sun	8:00p		:30	\$8.00	0.0	
Inv NOT AVAILABLE	05/19/13	Sun	9:48p		:30	\$8.00	1.4	
Inv NOT AVAILABLE	05/19/13	Sun	11:07p		:30	\$8.00	1.4	
Inv NOT AVAILABLE	05/19/13	Sun	11:56p		:30	\$8.00	0.0	
Inv NOT AVAILABLE	05/20/13	Mon	7:09p		:30	\$8.00	2.6	
Inv NOT AVAILABLE	05/20/13	Mon	7:18p		:30	\$8.00	2.6	
Inv NOT AVAILABLE	05/20/13	Mon	9:21p		:30	\$8.00	2.6	
Inv NOT AVAILABLE	05/20/13	Mon	9:43p		:30	\$8.00	2.6	
Inv NOT AVAILABLE	05/21/13	Tue	7:23p		:30	\$8.00	1.5	
Inv NOT AVAILABLE	05/21/13	Tue	9:41p		:30	\$8.00	1.5	
Inv NOT AVAILABLE	05/21/13	Tue	10:43p		:30	\$8.00	1.5	
Ord LAUREL: PRIME	05/22/13-05/28/13	We-Tu	7:00p-12:00a	14	:30	\$8.00	0.6	8.4
Inv NOT AVAILABLE	05/22/13	Wed	7:20p		:30	\$8.00	2.4	
Inv NOT AVAILABLE	05/22/13	Wed	11:40p		:30	\$8.00	1.4	
Inv NOT AVAILABLE	05/23/13	Thu	7:10p		:30	\$8.00	3.0	
Inv NOT AVAILABLE	05/23/13	Thu	9:12p		:30	\$8.00	1.9	
Inv NOT AVAILABLE	05/24/13	Fri	9:29p		:30	\$8.00	1.1	
Inv NOT AVAILABLE	05/25/13	Sat	7:23p		:30	\$8.00	0.0	
Inv NOT AVAILABLE	05/25/13	Sat	10:46p		:30	\$8.00	0.0	
Inv NOT AVAILABLE	05/26/13	Sun	7:52p		:30	\$8.00	0.0	
Inv NOT AVAILABLE	05/26/13	Sun	9:44p		:30	\$8.00	1.4	

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Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34	
							Rtg	Grp
Inv NOT AVAILABLE	05/27/13	Mon	8:26p		:30	\$8.00	2.6	
Inv NOT AVAILABLE	05/27/13	Mon	8:44p		:30	\$8.00	2.6	
Inv NOT AVAILABLE	05/28/13	Tue	8:20p		:30	\$8.00	1.5	
Inv NOT AVAILABLE	05/28/13	Tue	11:29p		:30	\$8.00	0.0	
TNT- Invoiced Spots Not Matching Order								
TNT- Bonus Spots Applied								
TNT- Ordered Spots Not Matching Invoice								
Ord H-BURG: PRIME	05/15/13-05/21/13	We-Tu	7:00p-12:00a	1	:30	\$24.00	0.6	0.6
Ord LAUREL: PRIME	05/15/13-05/21/13	We-Tu	7:00p-12:00a	1	:30	\$8.00	0.6	0.6
Ord LAUREL: PRIME	05/22/13-05/28/13	We-Tu	7:00p-12:00a	1	:30	\$8.00	0.6	0.6
TNT- Schedule Totals								
Spots Ordered	84	Order Gross Cost				\$1,274.00	Order Grp / Gr Imp	44.8
Spots Invoiced	81	Invoice Gross Cost				\$1,234.00	Invoice Grp / Gr Imp	68.4
Ordered-No Match	3						Grp / Gr Imp Index	152.7
Invoiced-No Match	0						Order Reach / Frequency	6.2 / 7.3
							Invoice Reach / Frequency	24.0 / 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 05/15/13-05/28/13	Post No: 67702	Order No: 532
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: OPEDL12A	Telephone: 601-992-3111	
Campaign: Click It. Ticket.C3			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34	Rtg	Grp
TBSC-									
Ord H-BURG: PRIME	05/15/13-05/21/13	We-Tu	7:00p-12:00a	14	:30	\$24.00	0.6	8.4	
Inv BIG BANG	05/18/13	Sat	9:11p		:30	\$24.00	0.0		
Inv MEN AT WORK	05/18/13	Sat	10:18p		:30	\$24.00	0.0		
Inv MOVIE	05/18/13	Sat	11:19p		:30	\$24.00	0.9		
Inv MOVIE	05/18/13	Sat	11:36p		:30	\$24.00	0.9		
Inv MOVIE	05/19/13	Sun	7:21p		:30	\$24.00	0.0		
Inv MOVIE	05/19/13	Sun	8:10p		:30	\$24.00	0.0		
Inv MOVIE	05/19/13	Sun	9:51p		:30	\$24.00	0.0		
Inv MOVIE	05/19/13	Sun	11:49p		:30	\$24.00	0.0		
Inv FAMILY GUY	05/20/13	Mon	7:11p		:30	\$24.00	0.6		
Inv FAMILY GUY	05/20/13	Mon	8:46p		:30	\$24.00	0.6		
Inv THE OFFICE	05/20/13	Mon	11:18p		:30	\$24.00	0.0		
Inv BIG BANG	05/21/13	Tue	7:16p		:30	\$24.00	0.0		
Inv CONAN	05/21/13	Tue	10:52p		:30	\$24.00	0.0		
Ord H-BURG: PRIME	05/22/13-05/28/13	We-Tu	7:00p-12:00a	14	:30	\$24.00	0.6	8.4	
Inv BIG BANG	05/22/13	Wed	9:42p		:30	\$24.00	0.0		
Inv CONAN	05/22/13	Wed	10:55p		:30	\$24.00	0.0		
Inv FAMILY GUY	05/23/13	Thu	7:43p		:30	\$24.00	0.6		
Inv BIG BANG	05/23/13	Thu	8:14p		:30	\$24.00	0.0		
Inv CONAN	05/24/13	Fri	11:01p		:30	\$24.00	0.0		
Inv LAST LAUGH	05/25/13	Sat	10:47p		:30	\$24.00	0.0		
Inv KILLERS	05/25/13	Sat	11:34p		:30	\$24.00	0.9		
Inv BIG BANG	05/26/13	Sun	8:08p		:30	\$24.00	0.0		
Inv CONAN	05/26/13	Sun	10:34p		:30	\$24.00	0.0		
Inv CONAN	05/27/13	Mon	10:35p		:30	\$24.00	0.0		
Inv BIG BANG	05/28/13	Tue	7:44p		:30	\$24.00	0.0		
Inv CONAN	05/28/13	Tue	10:29p		:30	\$24.00	0.0		
Ord LAUREL: ELY FRG	05/15/13-05/21/13	We-Tu	4:00p- 7:00p	7	:30	\$7.00	0.3	2.1	
Inv KING OF QUEENS	05/20/13	Mon	4:46p		:30	\$7.00	0.0		
Inv SEINFELD	05/20/13	Mon	6:14p		:30	\$7.00	0.0		
Inv KING OF QUEENS	05/21/13	Tue	5:14p		:30	\$7.00	1.9		
Inv (M) CONAN	05/21/13	Tue	10:30p		:30	\$7.00	0.0		
Ord LAUREL: ELY FRG	05/22/13-05/28/13	We-Tu	4:00p- 7:00p	7	:30	\$7.00	0.3	2.1	
Inv KING OF QUEENS	05/22/13	Wed	4:45p		:30	\$7.00	0.0		
Inv FRIENDS	05/23/13	Thu	4:13p		:30	\$7.00	0.0		
Inv KING OF QUEENS	05/24/13	Fri	5:16p		:30	\$7.00	0.0		

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Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG	M 18-34 Grp
Inv FRIENDS	05/25/13	Sat	4:08p		:30	\$7.00	0.0	
Inv KING OF QUEENS	05/26/13	Sun	5:55p		:30	\$7.00	0.0	
Inv SEINFELD	05/27/13	Mon	6:14p		:30	\$7.00	0.0	
Inv SEINFELD	05/28/13	Tue	6:45p		:30	\$7.00	0.0	
Ord LAUREL: PRIME	05/15/13-05/21/13	We-Tu	7:00p-12:00a	14	:30	\$8.00	0.6	8.4
Inv MOVIE	05/19/13	Sun	7:41p		:30	\$8.00	0.0	
Inv MOVIE	05/19/13	Sun	8:41p		:30	\$8.00	0.0	
Inv MOVIE	05/19/13	Sun	9:52p		:30	\$8.00	0.0	
Inv MOVIE	05/19/13	Sun	11:35p		:30	\$8.00	0.0	
Inv FAMILY GUY	05/20/13	Mon	7:47p		:30	\$8.00	0.6	
Inv FAMILY GUY	05/20/13	Mon	8:46p		:30	\$8.00	0.6	
Inv CONAN	05/20/13	Mon	10:53p		:30	\$8.00	0.0	
Inv BIG BANG	05/21/13	Tue	8:13p		:30	\$8.00	1.2	
Inv BIG BANG	05/21/13	Tue	8:44p		:30	\$8.00	1.2	
Ord LAUREL: PRIME	05/22/13-05/28/13	We-Tu	7:00p-12:00a	14	:30	\$8.00	0.6	8.4
Inv BIG BANG	05/22/13	Wed	9:43p		:30	\$8.00	0.0	
Inv CONAN	05/22/13	Wed	10:34p		:30	\$8.00	0.0	
Inv FAMILY GUY	05/23/13	Thu	7:44p		:30	\$8.00	0.6	
Inv NOT AVAILABLE	05/23/13	Thu	10:54p		:30	\$8.00	0.0	
Inv BIG BANG	05/24/13	Fri	7:44p		:30	\$8.00	0.6	
Inv CONAN	05/24/13	Fri	11:01p		:30	\$8.00	0.0	
Inv BIG BANG	05/25/13	Sat	8:45p		:30	\$8.00	0.0	
Inv CONAN	05/25/13	Sat	10:47p		:30	\$8.00	0.0	
Inv MOVIE	05/26/13	Sun	7:21p		:30	\$8.00	0.0	
Inv MOVIE	05/26/13	Sun	11:21p		:30	\$8.00	0.0	
Inv FAMILY GUY	05/27/13	Mon	9:13p		:30	\$8.00	0.6	
Inv CONAN	05/27/13	Mon	10:53p		:30	\$8.00	0.0	
Inv BIG BANG	05/28/13	Tue	7:14p		:30	\$8.00	0.0	
Inv LAST LAUGH	05/28/13	Tue	9:18p		:30	\$8.00	0.0	
TBSC- Invoiced Spots Not Matching Order								
TBSC- Bonus Spots Applied								
TBSC- Ordered Spots Not Matching Invoice								
Ord H-BURG: PRIME	05/15/13-05/21/13	We-Tu	7:00p-12:00a	1	:30	\$24.00	0.6	0.6
Ord H-BURG: PRIME	05/22/13-05/28/13	We-Tu	7:00p-12:00a	2	:30	\$24.00	0.6	1.2
Ord LAUREL: ELY FRG	05/15/13-05/21/13	We-Tu	4:00p- 7:00p	3	:30	\$7.00	0.3	0.9
Ord LAUREL: PRIME	05/15/13-05/21/13	We-Tu	7:00p-12:00a	5	:30	\$8.00	0.6	3.0
TBSC- Schedule Totals								

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Agency: Maggie Clark Media Svcs	Flight: Flight 1 05/15/13-05/28/13	Post No: 67702	Order No: 532
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: OPEDL12A	Telephone: 601-992-3111	
Campaign: Click It. Ticket.C3			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
							Rtg Grp
Spots Ordered	70		Order Gross Cost			\$994.00	Order Grp / Gr Imp 37.8
Spots Invoiced	59		Invoice Gross Cost			\$861.00	Invoice Grp / Gr Imp 11.8
Ordered-No Match	11						Grp / Gr Imp Index 31.2
Invoiced-No Match	0						Order Reach / Frequency 6.0 / 6.3
							Invoice Reach / Frequency 7.1 / 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.

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	Rtg	Grp
USA-									
Ord H-BURG: WWE RAW	05/15/13-05/19/13			2	:30	\$40.00	3.0	6.0	
Inv NOT AVAILABLE	05/20/13	Mon	8:33p		:30	\$40.00	4.7		
Inv NOT AVAILABLE	05/20/13	Mon	9:30p		:30	\$40.00	2.4		
Ord H-BURG: WWE RAW	05/22/13-05/26/13			2	:30	\$40.00	3.0	6.0	
Inv NOT AVAILABLE	05/27/13	Mon	8:29p		:30	\$40.00	4.7		
Inv NOT AVAILABLE	05/27/13	Mon	9:35p		:30	\$40.00	2.4		
Ord H-BURG: PRIME	05/15/13-05/21/13	We-Tu	7:00p-12:00a	7	:30	\$35.00	0.6	4.2	
Inv NOT AVAILABLE	05/18/13	Sat	8:33p		:30	\$35.00	0.0		
Inv NOT AVAILABLE	05/18/13	Sat	11:29p		:30	\$35.00	0.0		
Inv NOT AVAILABLE	05/19/13	Sun	10:18p		:30	\$35.00	0.0		
Inv NOT AVAILABLE	05/19/13	Sun	10:39p		:30	\$35.00	0.0		
Inv NOT AVAILABLE	05/20/13	Mon	7:20p		:30	\$35.00	4.7		
Inv NOT AVAILABLE	05/20/13	Mon	10:27p		:30	\$35.00	1.3		
Inv NOT AVAILABLE	05/21/13	Tue	11:36p		:30	\$35.00	0.0		
Ord H-BURG: PRIME	05/22/13-05/28/13	We-Tu	7:00p-12:00a	7	:30	\$35.00	0.6	4.2	
Inv NOT AVAILABLE	05/22/13	Wed	11:45p		:30	\$35.00	0.0		
Inv NOT AVAILABLE	05/23/13	Thu	11:36p		:30	\$35.00	0.0		
Inv NOT AVAILABLE	05/24/13	Fri	11:30p		:30	\$35.00	0.0		
Inv NOT AVAILABLE	05/25/13	Sat	11:43p		:30	\$35.00	0.0		
Inv NOT AVAILABLE	05/26/13	Sun	9:23p		:30	\$35.00	0.0		
Inv NOT AVAILABLE	05/27/13	Mon	7:48p		:30	\$35.00	4.7		
Inv NOT AVAILABLE	05/28/13	Tue	10:39p		:30	\$35.00	0.0		
Ord LAUREL: WWE RAW	05/15/13-05/19/13			2	:30	\$10.00	3.0	6.0	
Inv NOT AVAILABLE	05/20/13	Mon	9:06p		:30	\$10.00	4.7		
Inv (M) NOT AVAILABLE	05/20/13	Mon	8:09p		:30	\$10.00	4.7		
Ord LAUREL: WWE RAW	05/22/13-05/26/13			2	:30	\$10.00	3.0	6.0	
Inv NOT AVAILABLE	05/27/13	Mon	8:08p		:30	\$10.00	4.7		
Inv NOT AVAILABLE	05/27/13	Mon	9:11p		:30	\$10.00	4.7		
Ord LAUREL: PRIME	05/15/13-05/21/13	We-Tu	7:00p-12:00a	7	:30	\$8.00	0.6	4.2	
Inv NOT AVAILABLE	05/18/13	Sat	7:25p		:30	\$8.00	1.9		
Inv NOT AVAILABLE	05/18/13	Sat	11:29p		:30	\$8.00	0.0		
Inv NOT AVAILABLE	05/19/13	Sun	10:19p		:30	\$8.00	0.0		
Inv NOT AVAILABLE	05/19/13	Sun	11:24p		:30	\$8.00	0.0		
Inv NOT AVAILABLE	05/20/13	Mon	11:37p		:30	\$8.00	0.0		
Inv NOT AVAILABLE	05/20/13	Mon	11:53p		:30	\$8.00	0.0		
Inv NOT AVAILABLE	05/21/13	Tue	10:32p		:30	\$8.00	0.0		
Ord LAUREL: PRIME	05/22/13-05/28/13	We-Tu	7:00p-12:00a	7	:30	\$8.00	0.6	4.2	
Inv NOT AVAILABLE	05/22/13	Wed	8:40p		:30	\$8.00	2.3		
Inv NOT AVAILABLE	05/23/13	Thu	9:24p		:30	\$8.00	1.9		
Inv NOT AVAILABLE	05/24/13	Fri	7:43p		:30	\$8.00	0.3		
Inv NOT AVAILABLE	05/25/13	Sat	11:43p		:30	\$8.00	0.0		
Inv NOT AVAILABLE	05/26/13	Sun	11:47p		:30	\$8.00	0.0		

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Maggie Clark - 6/30/13 5:43 PM

Hattiesburg-Laurel (B&C)
 Post Book : Nielsen CMY/13
 Order Book : Nielsen CFECMY

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
							Rtg Grp
Inv NOT AVAILABLE	05/27/13	Mon	11:51p		:30	\$8.00	0.0
Inv NOT AVAILABLE	05/28/13	Tue	8:45p		:30	\$8.00	3.4
USA- Invoiced Spots Not Matching Order							
USA- Bonus Spots Applied							
USA- Ordered Spots Not Matching Invoice							
USA- Schedule Totals							
Spots Ordered	36	Order Gross Cost		\$802.00	Order Grp / Gr Imp		40.8
Spots Invoiced	36	Invoice Gross Cost		\$802.00	Invoice Grp / Gr Imp		53.5
Ordered-No Match	0				Grp / Gr Imp Index		131.1
Invoiced-No Match	0				Order Reach / Frequency		16.3 / 2.5
					Invoice Reach / Frequency		29.4 / 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.

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.
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Agency: Maggie Clark Media Svcs	Flight: Flight 1 05/15/13-05/28/13	Post No: 67702	Order No: 532
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: OPEDL12A	Telephone: 601-992-3111	
Campaign: Click It. Ticket.C3			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Spt Len	Invoice Rate	DMA RTG M 18-34	Rtg	Grp
HIST-									
Ord H-BURG: PRIME	05/15/13-05/21/13	We-Tu	7:00p-12:00a	7	:30	\$25.00	0.4	2.8	
Inv PAWN STARS	05/16/13	Thu	7:10p		:30	\$25.00	2.8		
Inv PAWN STARS	05/16/13	Thu	11:11p		:30	\$25.00	0.0		
Inv AX MEN	05/19/13	Sun	8:15p		:30	\$25.00	0.0		
Inv AX MEN	05/19/13	Sun	11:41p		:30	\$25.00	0.0		
Inv AMER PICKERS	05/20/13	Mon	10:15p		:30	\$25.00	0.0		
Inv AMER PICKERS	05/20/13	Mon	11:14p		:30	\$25.00	0.0		
Inv AM RESTORATION	05/21/13	Tue	10:13p		:30	\$25.00	0.0		
Ord H-BURG: PRIME	05/22/13-05/28/13	We-Tu	7:00p-12:00a	7	:30	\$25.00	0.4	2.8	
Inv PAWN STARS	05/22/13	Wed	11:12p		:30	\$25.00	0.0		
Inv PAWN STARS	05/23/13	Thu	9:44p		:30	\$25.00	1.4		
Inv AMER PICKERS	05/24/13	Fri	11:17p		:30	\$25.00	0.0		
Inv PAWN STARS	05/25/13	Sat	11:12p		:30	\$25.00	0.0		
Inv HATFIELDS-McCOYS	05/26/13	Sun	10:49p		:30	\$25.00	0.0		
Inv PAWN STARS	05/27/13	Mon	11:43p		:30	\$25.00	0.0		
Inv AM RESTORATION	05/28/13	Tue	10:13p		:30	\$25.00	0.0		

HIST- Invoiced Spots Not Matching Order

HIST- Bonus Spots Applied

HIST- Ordered Spots Not Matching Invoice

HIST- Schedule Totals

Spots Ordered	14	Order Gross Cost	\$350.00	Order Grp / Gr Imp	5.6
Spots Invoiced	14	Invoice Gross Cost	\$350.00	Invoice Grp / Gr Imp	4.2
Ordered-No Match	0			Grp / Gr Imp Index	75.0
Invoiced-No Match	0			Order Reach / Frequency	2.5 / 2.2
				Invoice Reach / Frequency	3.2 / 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.

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.
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Agency: Maggie Clark Media Svcs	Flight: Flight 1 05/15/13-05/28/13	Post No: 67702	Order No: 532
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: OPEDL12A	Telephone: 601-992-3111	
Campaign: Click It. Ticket.C3			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
							Rtg Grp
All Stations Schedule Totals							
Spots Ordered	248	Order Gross Cost		\$4,148.00	Order Grp / Gr Imp		169.4
Spots Invoiced	229	Invoice Gross Cost		\$3,889.00	Invoice Grp / Gr Imp		155.9
Ordered-No Match	19				Grp / Gr Imp Index		92.0
Invoiced-No Match	0				Order Reach / Frequency		42.8 / 4.0
					Invoice Reach / Frequency		56.5 / 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.							

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.
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Maggie Clark - 6/30/13 5:52 PM

Jackson MS (B&C)



Post Book : Nielsen CMY/13
Order Book : Nielsen CFECMY

Agency: Maggie Clark Media Srvc	Flight: Flight 1 05/15/13-05/28/13	Post No: 67703	Order No: 531
Buyer: Maggie Clark	Lengths: :30	Company: Maggie Clark Media Srvc	
Advertiser: MDPS	Agcy Est No:	Telephone: 601-992-3111	
Campaign: Click It. Ticket.C3			

All Stations

Spots Ordered	6
Spots Invoiced	6
Order Gross Cost	\$626.00
Invoice Gross Cost	\$626.00
	DMA RTG M 18-34
Ordered GRPs / Gross Impressions	18.0
Actual GRPs / Gross Impressions	15.7
GRP / Gross Impression Index	87.2
Actual Reach & Frequency	10.7 & 1.5

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.

Comcast Spotlight for Jackson has agreed to run a make-good schedule to compensate for the shortfall. The make-good schedule will air with the next flight placed by MDPS.

Total GRPs, M18-34 Due: .5

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.
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Agency: Maggie Clark Media Svcs	Flight: Flight 1 05/15/13-05/28/13	Post No: 67703	Order No: 531
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: OPEDL2	Telephone: 601-992-3111	
Campaign: Click It. Ticket.C3			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Spt Len	Invoice Rate	DMA RTG M 18-34	Rtg	Grp
AMC-									
Ord KILLING (IC-8998)	05/15/13-05/19/13			1	:30	\$83.00	2.4	2.4	
Inv PRIDE-GLORY	05/19/13	Sun	8:53p		:30	\$83.00	0.0		
Ord KILLING (IC-8998)	05/22/13-05/26/13			1	:30	\$83.00	2.4	2.4	
Inv MAD MEN	05/26/13	Sun	8:51p		:30	\$83.00	0.0		
AMC- Invoiced Spots Not Matching Order									
AMC- Bonus Spots Applied									
AMC- Ordered Spots Not Matching Invoice									
AMC- Schedule Totals									
Spots Ordered	2	Order Gross Cost				\$166.00	Order Grp / Gr Imp		4.8
Spots Invoiced	2	Invoice Gross Cost				\$166.00	Invoice Grp / Gr Imp		0.0
Ordered-No Match	0						Grp / Gr Imp Index		0.0
Invoiced-No Match	0						Order Reach / Frequency	3.6 /	1.3
							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.

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.
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Agency: Maggie Clark Media Svcs	Flight: Flight 1 05/15/13-05/28/13	Post No: 67703	Order No: 531
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: OPEDL2	Telephone: 601-992-3111	
Campaign: Click It. Ticket.C3			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34	
							Rtg	Grp
USA-								
Ord	WWE MONDAY RAW (IC 8998)	05/15/13-05/19/13		2	:30	\$115.00	3.3	6.6
Inv	WWE MON NIGHT	05/20/13	Mon 8:09p		:30	\$115.00	5.5	
Inv	WWE MON NIGHT	05/20/13	Mon 10:27p		:30	\$115.00	0.5	
Ord	WWE MONDAY RAW (IC 8998)	05/22/13-05/26/13		2	:30	\$115.00	3.3	6.6
Inv	WWE MON NIGHT	05/27/13	Mon 8:09p		:30	\$115.00	5.5	
Inv	WWE MON NIGHT	05/27/13	Mon 9:35p		:30	\$115.00	4.2	
USA- Invoiced Spots Not Matching Order								
USA- Bonus Spots Applied								
USA- Ordered Spots Not Matching Invoice								
USA- Schedule Totals								
Spots Ordered	4	Order Gross Cost		\$460.00	Order Grp / Gr Imp		13.2	
Spots Invoiced	4	Invoice Gross Cost		\$460.00	Invoice Grp / Gr Imp		15.7	
Ordered-No Match	0				Grp / Gr Imp Index		118.9	
Invoiced-No Match	0				Order Reach / Frequency		7.9 / 1.7	
Bonus Spots	0				Invoice Reach / Frequency		10.7 / 1.5	
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 Srvc	Flight: Flight 1 05/15/13-05/28/13	Post No: 67703	Order No: 531
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Srvc	
Advertiser: MDPS	Dayparts: OPEDL2	Telephone: 601-992-3111	
Campaign: Click It. Ticket.C3			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
							Rtg Grp
All Stations Schedule Totals							
Spots Ordered	6	Order Gross Cost		\$626.00		Order Grp / Gr Imp	18.0
Spots Invoiced	6	Invoice Gross Cost		\$626.00		Invoice Grp / Gr Imp	15.7
Ordered-No Match	0					Grp / Gr Imp Index	87.2
Invoiced-No Match	0					Order Reach / Frequency	10.7 / 1.7
						Invoice Reach / Frequency	10.7 / 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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Maggie

From: Maggie <maggiec@mclarkmedia.com>
Sent: Friday, June 28, 2013 10:26 AM
To: tfoto@wlox.com
Cc: Martin, Joe (joemartin@wlox.com); Quinton Dickerson (quinton@frontier.ms)
Subject: MDPS: Post Buy Report - WLOX.May 2013 attached
Attachments: BG.PB_WLOX.pdf

Tami –

Attached is the Post Buy Report for the Click It or Ticket schedule that aired May 15-28.

Unfortunately, WLOX performed at 68%. WLOX-TV owes MDPS 39.3 GRPs for the shortfall. Please make good the shortfall on the next scheduled flight.

Shortfall was calculated as follows for the Target Demo: Men, 18-34
180.7 – GRP Goal
123.3 - GRP Actual
39.3 – GRPs Due (90% of Goal – Actual)

Thanks,
Maggie


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maggiec@mclarkmedia.com . mc_medias@bellsouth.net

Maggie

From: Maggie <maggiec@mclarkmedia.com>
Sent: Friday, June 28, 2013 10:47 AM
To: tfoto@wlox.com
Cc: Martin, Joe (joemartin@wlox.com); Quinton Dickerson (quinton@frontier.ms)
Subject: MDPS: Post Buy Report - ELOX.May 2013 attached
Attachments: BG.PB_ELOX.pdf

Tami –

Attached is the Post Buy Report for the Click It or Ticket schedule that aired May 15-28.

Unfortunately, ELOX performed at 27%. ELOX-TV owes MDPS 29.1 GRPs for the shortfall. Please make good the shortfall on the next scheduled flight.

Shortfall was calculated as follows for the Target Demo: Men, 18-34

46.4 – GRP Goal

12.6 - GRP Actual

29.1 – GRPs Due (90% of Goal – Actual)

Thanks,
Maggie


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maggiec@mclarkmedia.com . mc_medias@bellsouth.net

Maggie

From: Maggie <maggiec@mclarkmedia.com>
Sent: Friday, June 28, 2013 1:46 PM
To: 'JaLee Smothers'
Cc: Scott Wilson (swilson@wxxv25.com); Quinton Dickerson (quinton@frontier.ms)
Subject: MDPS: Post Buy Report - WXXV.May 2013 attached
Attachments: BG.PB_WXXV.pdf

JaLee –

Attached is the Post Buy Report for the Click It or Ticket schedule that aired May 15-28.

It pleases me to report that WXXV performed at 106%. We appreciate you insuring the client's goal of 54.6 GRPs, M18-34 was met. The bonus spot schedule certainly helped.

Thanks,
Maggie


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maggiec@mclarkmedia.com . mc_medias@bellsouth.net

Maggie

From: Maggie <maggiec@mclarkmedia.com>
Sent: Friday, June 28, 2013 2:22 PM
To: rdeclement@wcbi.com
Cc: Quinton Dickerson (quinton@frontier.ms)
Subject: MDPS: Post Buy Report - WCBI.May 2013 attached
Attachments: CT.PB_WCBI.pdf

Rebecca –

Attached is the Post Buy Report for the Click It or Ticket schedule that aired May 15-28.

Unfortunately, WCBI performed at 16%. WCBI-TV owes MDPS 109.7 GRPs for the shortfall. Please make good the shortfall on the next scheduled flight.

Shortfall was calculated as follows for the Target Demo: Men, 18-34

148.6 – GRP Goal

24.0 - GRP Actual

109.7 – GRPs Due (90% of Goal – Actual)

Thanks,
Maggie

Maggie Clark

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maggiec@mclarkmedia.com . mc_medias@bellsouth.net

Maggie

From: Maggie <maggiec@mclarkmedia.com>
Sent: Friday, June 28, 2013 2:27 PM
To: rdeclement@wcbi.com
Cc: Quinton Dickerson (quinton@frontier.ms)
Subject: MDPS: Post Buy Report - GCBI.May 2013 attached
Attachments: CT.PB_GCBI.pdf

Rebecca –

Attached is the Post Buy Report for the Click It or Ticket schedule that aired May 15-28. Unfortunately, the bonus schedule on GCBI resulted in no measurable audience delivery for Men 18-34.

Thanks,
Maggie

Maggie Clark
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maggiec@mclarkmedia.com . mc_medias@bellsouth.net

Maggie

From: Maggie <maggiec@mclarkmedia.com>
Sent: Friday, June 28, 2013 2:45 PM
To: 'Sunny Wood'
Cc: Quinton Dickerson (quinton@frontier.ms)
Subject: MDPS: Post Buy Report - WTVA.May 2013 attached
Attachments: CT.PB_WTVA.pdf

Sunny –

Attached is the Post Buy Report for the Click It or Ticket schedule that aired May 15-28.

Unfortunately, WTVA performed at 60%. WTVA-TV owes MDPS 46.8 GRPs for the shortfall. Please make good the shortfall on the next scheduled flight.

Shortfall was calculated as follows for the Target Demo: Men, 18-34

154.4 – GRP Goal

92.2 - GRP Actual

46.8 – GRPs Due (90% of Goal – Actual)

Thanks,
Maggie


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maggiec@mclarkmedia.com . mc_medias@bellsouth.net

Maggie

From: Maggie <maggiec@mclarkmedia.com>
Sent: Friday, June 28, 2013 4:23 PM
To: Mandy Lester Reid (mreid@wabg.com)
Cc: Quinton Dickerson (quinton@frontier.ms)
Subject: MDPS: Post Buy Reports - WABG.May 2013& WXVT.May 2013 attached
Attachments: GG.PB_WABG.pdf; GG.PB_WXVT.pdf

Mandy –

Attached are the Post Buy Reports for the Click It or Ticket schedule that aired May 15-28.

Unfortunately, WXVT performed at 30%. WXVT-TV owes MDPS 50.5 GRPs for the shortfall. Please make good the shortfall on the next scheduled flight.

Shortfall was calculated as follows for the Target Demo: Men, 18-34

87.6 – GRP Goal

28.3 - GRP Actual

50.5 – GRPs Due (90% of Goal – Actual)

The good news is WABG-TV performed at 116% so there is no shortfall. However, both stations failed to air any type of bonus schedules for this non-profit state agency as promised.

Thanks,
Maggie



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maggiec@mclarkmedia.com . mc_medias@bellsouth.net

Maggie

From: Maggie <maggiec@mclarkmedia.com>
Sent: Friday, June 28, 2013 4:46 PM
To: 'Jarman, Rick'
Cc: Cindy Smith (csmith@wdam.com); Quinton Dickerson (quinton@frontier.ms)
Subject: MDPS: Post Buy Report - WDAM.May 2013 attached
Attachments: HL.PB_WDAM.pdf

Rick –

Attached is the Post Buy Report for the Click It or Ticket schedule that aired May 15-28.

It pleases me to report that WDAM performed at 91%. We appreciate you insuring the client's goal of 85 GRPs, M18-34 was met. We also appreciate the station running a bonus spot schedule to support the campaign.

Thanks,
Maggie


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maggiec@mclarkmedia.com . mc_medias@bellsouth.net

Maggie

From: Maggie <maggiec@mclarkmedia.com>
Sent: Friday, June 28, 2013 5:34 PM
To: Aimee Spears (ASpears@whlt.com)
Cc: Jeff Inman (JInman@wjtv.com); Quinton Dickerson (quinton@frontier.ms)
Subject: MDPS: Post Buy Report - WHLT.May 2013 attached
Attachments: HL.PB_WHLT.pdf

Aimee –

Attached is the Post Buy Report for the Click It or Ticket schedule that aired May 15-28.

Unfortunately, WHLT performed at 31%. WHLT-TV owes MDPS 61 GRPs for the shortfall. Please make good the shortfall on the next scheduled flight.

Shortfall was calculated as follows for the Target Demo: Men, 18-34
103 – GRP Goal
31.6 - GRP Actual
61 – GRPs Due (90% of Goal – Actual)

Thanks,
Maggie


Maggie Clark
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maggiec@mclarkmedia.com . mc_medias@bellsouth.net

Maggie

From: Maggie <maggiec@mclarkmedia.com>
Sent: Saturday, June 29, 2013 1:49 PM
To: 'Kathy Esteves'
Cc: Jon Pollard (jon.pollard@whpmtv.com); Quinton Dickerson (quinton@frontier.ms)
Subject: MDPS: Post Buy Report - WHMP.May 2013 attached
Attachments: HL.PB_WHMP.pdf

Kathy –

Attached is the Post Buy Report for the Click It or Ticket schedule that aired May 15-28.

Unfortunately, WHMP performed at 12%. WHMP-TV owes MDPS 31.5 GRPs for the shortfall. Please make good the shortfall on the next scheduled flight.

Shortfall was calculated as follows for the Target Demo: Men, 18-34

40.6 – GRP Goal

5.0 - GRP Actual

31.5 – GRPs Due (90% of Goal – Actual)

Thanks,
Maggie

Maggie Clark

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maggiec@mclarkmedia.com . mc_medias@bellsouth.net

Maggie

From: Maggie <maggiec@mclarkmedia.com>
Sent: Saturday, June 29, 2013 1:54 PM
To: Natalie Smith (nataliesmith@hearst.com)
Cc: Danny Walker (dannywalker@hearst.com); Quinton Dickerson (quinton@frontier.ms)
Subject: MDPS: Post Buy Report - WAPT.May 2013 attached
Attachments: J.PB_WAPT.pdf

Natalie –

Attached is the Post Buy Report for the Click It or Ticket schedule that aired May 15-28.

Unfortunately, WAPT performed at 54%. WAPT-TV owes MDPS 23.5 GRPs for the shortfall. Please make good the shortfall on the next scheduled flight.

Shortfall was calculated as follows for the Target Demo: Men, 18-34
65.6 – GRP Goal
35.5 - GRP Actual
23.5 – GRPs Due (90% of Goal – Actual)

It was also disappointing to discover that WAPT failed to provide any type of bonus weight as promised prior to schedule placement.

Thanks,
Maggie


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maggiec@mclarkmedia.com . mc_medias@bellsouth.net

Maggie

From: Maggie <maggiec@mclarkmedia.com>
Sent: Saturday, June 29, 2013 3:35 PM
To: Jama Killingsworth (JamaKillingsworth@fox40tv.com)
Cc: Quinton Dickerson (quinton@frontier.ms)
Subject: MDPS: Post Buy Report - WDBD.May 2013 attached
Attachments: J.PB_WDBD.pdf

Jama –

Attached is the Post Buy Report for the Click It or Ticket schedule that aired May 15-28.

Unfortunately, WDBD performed at 15%. WAPT-TV owes MDPS 29 GRPs for the shortfall. Please make good the shortfall on the next scheduled flight.

Shortfall was calculated as follows for the Target Demo: Men, 18-34

38.4 – GRP Goal

5.6 - GRP Actual

29.0 – GRPs Due (90% of Goal – Actual)

It was also disappointing to discover that WDBD failed to provide any type of bonus weight as promised prior to schedule placement.

Thanks,
Maggie



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maggiec@mclarkmedia.com . mc_medias@bellsouth.net

Maggie

From: Maggie <maggiec@mclarkmedia.com>
Sent: Saturday, June 29, 2013 3:48 PM
To: Jeff Inman (JInman@wjtv.com)
Cc: Quinton Dickerson (quinton@frontier.ms)
Subject: MDPS: Post Buy Report - WJTV.May 2013 attached
Attachments: J.PB_WJTV.pdf

Jeff –

Attached is the Post Buy Report for the Click It or Ticket schedule that aired May 15-28.

Unfortunately, WJTV performed at 15%. WJTV-TV owes MDPS 95 GRPs for the shortfall. Please make good the shortfall on the next scheduled flight.

Shortfall was calculated as follows for the Target Demo: Men, 18-34

125.5 – GRP Goal

18.3 - GRP Actual

94.7 – GRPs Due (90% of Goal – Actual)

It was also disappointing to discover that WJTV failed to provide any type of bonus weight as promised prior to schedule placement.

Thanks,
Maggie

Maggie Clark
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maggiec@mclarkmedia.com . mc_medias@bellsouth.net

Maggie

From: Maggie <maggiec@mclarkmedia.com>
Sent: Saturday, June 29, 2013 3:58 PM
To: 'Prince, Lesley'
Cc: frankie@wlbt.com; Jeter, Peggy (pjeter@wlbt.com); Quinton Dickerson (quinton@frontier.ms)
Subject: MDPS: Post Buy Report - WLBT.May 2013 attached
Attachments: J.PB_WLBT.pdf

Lesley –

Attached is the Post Buy Report for the Click It or Ticket schedule that aired May 15-28.

Unfortunately, WLBT performed at 65%. WLBT-TV owes MDPS 13 GRPs for the shortfall. Please make good the shortfall on the next scheduled flight.

Shortfall was calculated as follows for the Target Demo: Men, 18-34

51.0 – GRP Goal

33.3 - GRP Actual

12.6 – GRPs Due (90% of Goal – Actual)

It was also disappointing to discover that WLBT failed to provide any type of bonus weight as promised prior to schedule placement.

Thanks,
Maggie

Maggie Clark
MEDIA SERVICES

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maggiec@mclarkmedia.com . mc_medias@bellsouth.net

Maggie

From: Maggie <maggiec@mclarkmedia.com>
Sent: Saturday, June 29, 2013 4:42 PM
To: Leigh Cross (Leigh.Cross@wtok.com)
Cc: Quinton Dickerson (quinton@frontier.ms)
Subject: MDPS: Post Buy Report - WTOK.May 2013 attached
Attachments: M.PB_WTOK.pdf

Leigh –

Attached is the Post Buy Report for the Click It or Ticket schedule that aired May 15-28.

Unfortunately, WTOK performed at 84%. WTOK-TV owes MDPS 14 GRPs for the shortfall. Please make good the shortfall on the next scheduled flight.

Shortfall was calculated as follows for the Target Demo: Men, 18-34

228.7 – GRP Goal

192.3 - GRP Actual

13.5 – GRPs Due (90% of Goal – Actual)

It was also disappointing to discover that WTOK failed to provide any type of bonus weight as promised prior to schedule placement.

Thanks,
Maggie

Maggie Clark

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maggiec@mclarkmedia.com . mc_medias@bellsouth.net

Maggie

From: Maggie <maggiec@mclarkmedia.com>
Sent: Saturday, June 29, 2013 5:00 PM
To: 'Lucky Lisenbe'
Cc: Quinton Dickerson (quinton@frontier.ms)
Subject: MDPS: Post Buy Report - WMDN.May 2013 attached
Attachments: M.PB_WMDN.pdf

Lucky –

Attached is the Post Buy Report for the Click It or Ticket schedule that aired May 15-28.

Unfortunately, WMDN performed at 32%. WMDN-TV owes MDPS 49 GRPs for the shortfall. Please make good the shortfall on the next scheduled flight.

Shortfall was calculated as follows for the Target Demo: Men, 18-34

83.6 – GRP Goal

26.4 - GRP Actual

48.8 – GRPs Due (90% of Goal – Actual)

It was also disappointing to discover that WMDN failed to provide any type of bonus weight as promised prior to schedule placement.

Thanks,
Maggie


MEDIA SERVICES

Maggie Clark Media Services is media associate for Frontier Strategies.

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maggiec@mclarkmedia.com . mc_medias@bellsouth.net

Maggie

From: Maggie <maggiec@mclarkmedia.com>
Sent: Saturday, June 29, 2013 5:01 PM
To: 'Lucky Lisenbe'
Cc: Quinton Dickerson (quinton@frontier.ms)
Subject: MDPS: Post Buy Report - WGBC.May 2013 attached
Attachments: M.PB_WGBC.pdf

Lucky –

Attached is the Post Buy Report for the Click It or Ticket schedule that aired May 15-28.

Unfortunately, WGBC performed at 44%. WGBC-TV owes MDPS 7 GRPs for the shortfall. Please make good the shortfall on the next scheduled flight.

Shortfall was calculated as follows for the Target Demo: Men, 18-34

15.8 – GRP Goal

7.0 - GRP Actual

7.2 – GRPs Due (90% of Goal – Actual)

It was also disappointing to discover that WGBC failed to provide any type of bonus weight as promised prior to schedule placement.

Thanks,
Maggie

Maggie Clark
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Maggie Clark Media Services is media associate for Frontier Strategies.

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601-992-3111 (wk) . 601-992-4111 (fax) . 601-668-2176 (cell)

maggiec@mclarkmedia.com . mc_medias@bellsouth.net

Maggie

From: Maggie <maggiec@mclarkmedia.com>
Sent: Sunday, June 30, 2013 2:59 PM
To: Donahue, Catherine (Catherine.Donahue@cableone.biz)
Cc: Quinton Dickerson (quinton@frontier.ms)
Subject: MDPS: Post Buy Report - Cable One/Gulf Coast.May 2013 attached
Attachments: CA_BG.PB_AllStations.pdf

Catherine –

Attached is the Post Buy Report for the Click It or Ticket schedule that aired May 15-28. It pleases me to report that Cable One performed at 114%. We appreciate you insuring the client's goal of 92 GRPs, M18-34 was met.

Thanks,
Maggie


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Maggie Clark Media Services is media associate for Frontier Strategies.
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maggiec@mclarkmedia.com . mc_medias@bellsouth.net

Maggie

From: Maggie <maggiec@mclarkmedia.com>
Sent: Sunday, June 30, 2013 3:52 PM
To: McMillin, Keri (Keri_McMillin@cable.comcast.com)
Cc: Quinton Dickerson (quinton@frontier.ms); Sara Doyle (Sara_Doyle@cable.comcast.com)
Subject: MDPS: Post Buy Report -Comcast/Columbus-Tupelo.May 2013 attached
Attachments: CA_CT.pdf

Keri –

Attached is the Post Buy Report for the Click It or Ticket schedule that aired May 15-28.

Unfortunately, the Comcast Spotlight for Columbus-Tupelo (NMS) performed at 37%. Comcast Spotlight owes MDPS 71 GRPs for the shortfall. Please make good the shortfall on the next scheduled flight.

Shortfall was calculated as follows for the Target Demo: Men, 18-34

134.0 – GRP Goal

49.5 - GRP Actual

71.1 – GRPs Due (90% of Goal – Actual)

It was also disappointing to discover that Comcast Spotlight failed to provide any type of bonus weight as promised prior to schedule placement.

Thanks,
Maggie

Maggie Clark

MEDIA SERVICES

Maggie Clark Media Services is media associate for Frontier Strategies.

139 Bent Creek Drive . Brandon, MS 39047

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maggiec@mclarkmedia.com . mc_medias@bellsouth.net

Maggie

From: Maggie <maggiec@mclarkmedia.com>
Sent: Sunday, June 30, 2013 6:05 PM
To: Kyzar, Kelly (Kelly_Kyzar@cable.comcast.com)
Cc: Quinton Dickerson (quinton@frontier.ms); Sara Doyle (Sara_Doyle@cable.comcast.com)
Subject: MDPS: Post Buy Report - Comcast/Jackson.May 2013 attached
Attachments: CA_J.PB_AllStations.pdf

Kelly –

Attached is the Post Buy Report for the Click It or Ticket schedule that aired May 15-28.

Comcast Spotlight/Jackson performed at 87%.

Normally, we would request the difference in points if the buy performs at less than 90%, but since the request would be for .5 GRPs I don't think it's a reasonable request.

Please make sure on the next buy you air bonus schedule as promised.

Thanks,
Maggie


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maggiec@mclarkmedia.com . mc_medias@bellsouth.net

Maggie

From: Maggie <maggiec@mclarkmedia.com>
Sent: Sunday, June 30, 2013 5:57 PM
To: Hillman, Martha (Martha_Hillman@cable.comcast.com)
Cc: Quinton Dickerson (quinton@frontier.ms); Sara Doyle (Sara_Doyle@cable.comcast.com)
Subject: MDPS: Post Buy Report - Comcast/Hattiesburg-Laurel.May 2013 attached
Attachments: CA_HL.PB_AllStations.pdf

Martha –

Attached is the Post Buy Report for the Click It or Ticket schedule that aired May 15-28.
It pleases me to report that Comcast Spotlight/Hattiesburg-Laurel (S MS) performed at 92%. We appreciate you insuring over 90% of the client's goal of 169 GRPs, M18-34 was met.

Thanks,
Maggie



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