EXTREME REACH connect and simplify. spotlight

Talent Advice

Report Date | Estimate# | PO#

Advertiser | Product | Job Number

Title | Length | Commercial ID#

Type ☐ TV ☐ Radio ☐ Cable ☐ Canada ☐ Spanish ☐ Other | Edit Ver Length | Edit Version #

☐ Holding Fee — Cycle Dates To

☐ Wildspot Cycle — Cycle Dates To
☐ 8 Week (Radio)
☐ 13 Week (Radio)

Units

Initial	☐ NY	☐ LA	☐ Chi	
Upgrade	☐ NY	☐ LA	☐ Chi	
Total	☐ NY	☐ LA	☐ Chi	

☐ Program Use — Cycle Dates To
☐ B ☐ B+NY ☐ C

☐ Dealer — Cycle Dates To
☐ A ☐ A+NY ☐ B ☐ B+NY ☐ Radio

☐ Cable — Cycle Dates To
Units | Upgrade From | Upgrade To
# of Subscribers
☐ Local Cable

☐ Radio — Cycle Dates To
Network Use: ☐ 1Wk ☐ 4Wk ☐ 8Wk ☐ 13Wk ☐ 26 Use ☐ 39 Use
Regional Network: ☐ Majors ☐ None
☐ Local Radio Program

☐ Other — Cycle Dates To
Explain

☐ Class A — Cycle Dates To
☐ ION-TV

Use#	Date	Program Name	Lift?	Netwk

☐ Music — Cycle Dates To
☐ 8 Week (Radio)
☐ 13 Week
Type of Use: ☐ Initial Use ☐ Reuse ☐ New Use ☐ Dub Fee ☐ Foreign (12) ☐ Foreign (24)

AFM Contract #(s) | Track

Foreign Use Markets

Comments

Agency

Authorized Signature

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Wild Spot Unit Worksheet

Report Date | Estimate# | PO#

Advertiser | Product | Job Number

Title | Length | Commercial ID#

Type ☐ TV ☐ Radio ☐ Cable ☐ Canada ☐ Spanish ☐ Other _____ | Edit Ver Length | Edit Version #

Contract Year

2009

Major Markets

Initial ☐ NY ☐ LA ☐ Chi

Upgrade ☐ NY ☐ LA ☐ Chi

Total ☐ NY ☐ LA ☐ Chi

Total Units

Cycle Dates

From

To

Weighted Markets	Units
Atlanta (6)	
Baltimore (3)	
Birmingham / Anniston / Tuscaloosa (2)	
Boston (6)	
Charlotte (3)	
Cincinnati (2)	
Cleveland (4)	
Columbus, OH (2)	
Dallas / Fort Worth (7)	
Denver (4)	
Detroit (5)	
Grand Rapids/Kalamazoo/Battle Creek (2)	
Greenville/Spartanburg/Asheville/Anderson (2)	
Harrisburg/Lancaster/Lebanon/York (2)	
Hartford / New Haven (2)	
Houston (6)	
Indianapolis (3)	
Kansas City (2)	
Las Vegas (2)	
Mexico / Mexico City (43)	
Miami (4)	
Milwaukee (2)	
Minneapolis / St. Paul (4)	
Montreal (4)	
Nashville (2)	
Norfolk / Portsmouth / Newport News (2)	
Orlando / Daytona Beach (4)	
Philadelphia (8)	
Phoenix (5)	
Pittsburgh (3)	
Portland, OR (3)	
Puerto Rico (3)	
Raleigh / Durham (3)	
Sacramento / Stockton (3)	
Saint Louis (3)	
Salt Lake City (2)	
San Antonio (2)	
San Diego (3)	
San Francisco (7)	
Seattle / Tacoma (5)	
Tampa / St. Petersburg (5)	
Toronto (7)	
Vancouver, B.C. (3)	
Washington, D.C. (6)	
West Palm Beach / Fort Pierce (2)	

Unweighted Markets (1 ea)	Units

Unweighted Markets (Cont)	Units

Spanish Language Unit Rating	Units
Albuquerque (3)	
Atlanta (2)	
Chicago (9)	
Dallas / Fort Worth (8)	
Denver (3)	
El Centro / Yuma / Mexicali (4)	
El Paso / Juarez (10)	
Fresno (4)	
Houston (9)	
Laredo / Nuevo Laredo (2)	
Los Angeles (39)	
Las Vegas (2)	
McAllen / Brownsville / Matamoros (7)	
Miami (17)	
New York (32)	
Orlando (2)	
Philadelphia (2)	
Phoenix (6)	
Sacramento (3)	
San Antonio (5)	
San Diego / Tijuana (11)	
San Francisco (8)	
Tampa (2)	
Washington, D.C. (2)	

Total Spanish Units _____