

CLIENT: Koons Silver Spring

AGENCY: CLC Agency

MARKET: Washington, DC

AE: Grant Nairn

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REVISED 11.22.21

WRC-TV (NBC4)
Estimate 1628
November 10, 2021

PROGRAM	DAYPART	RATE	11/8/21	11/15/21	11/22/21	11/29/21	12/6/21	12/13/21	12/20/21	TOTAL SPOTS	TOTAL DOLLARS
WASH CAPS 11/11	730p-1030p	\$2,300	2							2	\$4,600
WASH CAPS 11/12	7p-10p	\$2,300	2							2	\$4,600
WASH CAPS 11/14	7p-10p	\$2,300	2							2	\$4,600
WASH CAPS 11/24	7p-10p	\$2,300		3						3	\$6,900 added 1x in Caps
WASH CAPS 11/26	5p-8p	\$2,300		3						3	\$6,900 added 1x in Caps
WASH CAPS 11/28	1p-4p	\$2,300		3						3	\$6,900 added 1x in Caps
WASH CAPS 11/30	7p-10p	\$2,300			3					3	\$6,900 added 1x in Caps
WASH CAPS 12/2	7p-10p	\$2,300			3					3	\$6,900 added 1x in Caps
WASH CAPS 12/4	7p-10p	\$2,300			3					3	\$6,900 added 1x in Caps
WASH CAPS 12/6	7p-10p	\$2,300				3				3	\$6,900 added 1x in Caps
WASH CAPS 12/10	7p-10p	\$2,300				3				3	\$6,900 added 1x in Caps
WASH CAPS 12/11	7p-10p	\$2,300				3				3	\$6,900 added 1x in Caps
WRC AM NEWS	M-F 6a-8a	\$1,200	5	0	0	0	0	0		5	\$6,000 cancelled 11/22 on!
			6	5	9	9	9	0	0	38	\$81,900
			\$13,800	\$6,000	\$20,700	\$20,700	\$20,700	\$0			
		NET	\$11,730	\$5,100	\$17,595	\$17,595	\$17,595	\$0	\$0		\$69,615
HOME											
AWAY											

GUIDELINES

Please run all spots as ordered, all makegoods must be approved or will be credited

Please have at least 30 minute separation between all spots

Please have equal distribution among days and dayparts

Please send log times prior to airing

Please sign and date

Please run on broadcast Calendar