

CLIENT: Koons Silver Spring
AGENCY: CLC Agency
MARKET: Washington, DC
AE: Kelly Amacher
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WRC-TV (NBC4) Estimate

PROGRAM	Team	DAYPART	RATE	5/2/22	5/9/22	5/16/22	TOTAL SPOTS	TOTAL DOLLARS
WASH CAPS GAME 1	TBD	TBD	\$5,250	1			1	\$5,250
WASH CAPS GAME 2	TBD	TBD	\$5,250	1			1	\$5,250
WASH CAPS GAME 3	TBD	TBD	\$5,250	1			1	\$5,250
WASH CAPS GAME 4	TBD	TBD	\$5,250		1		1	\$5,250
WASH CAPS GAME 5		ONLY IF NEEDED	\$5,250		1		1	\$5,250
WASH CAPS GAME 6		ONLY IF NEEDED	\$5,250		1	0	1	\$5,250
WASH CAPS GAME 7		ONLY IF NEEDED	\$5,250			1	0	\$5,250
				3	3	1	7	\$36,750
GROSS				\$15,750	\$10,500	\$10,500		
NET				\$13,388	\$8,925	\$8,925		\$31,238

*** Dates, Team and time are TBD until released by NHL - Committed to all 7 games, but will only pay for games paid - minimum spend of \$21,000 gross**

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 run on CALENDAR MONTH

Please sign and date