

# Cable Post Buy

Vendor: Effect TV  
 Station Rep: Christopher Coleman  
 Phone: (... ) 861-3966  
 Email: afpgqtaylor@q14. .com  
 Campaign Remarks: Tourism

## Client

Campaign: 1st Qtr 2020 Invoice Demo - for Post Buy Demo  
 Cable  
 Flight Dates: 02/10/2020 to 03/22/2020  
 Contract No: POSTBUY  
 Rev. No: 0

Buyer: CKslpmc  
 Q14.  
 Job No: 1234

Item	Days	Times	DP/LEN	Call	Program Title/Zone	Rate/Total	CPP	CPM	P 25 - 54	Feb 10	Feb 17	Mar 02	Mar 09	Mar 16	Spots
1	MTWRF	0900A-1200A	RO/30	CNN	CNN Rotator / 8132	2.25 405.00	2.50	0.00	0.90 0	45 0	45 0	30 20	30 30	30 23	180 73
2	MTWRF	0900A-1200A	RO/30	A & E	A & E Rotator / 8132	1.75 315.00	2.92	0.00	0.60 0	45 0	45 0	30 22	30 19	30 21	180 62
3	MTWRF	0900A-1200A	RO/30	ESPN 2	ESPN 2 Rotator / 8132	0.75 135.00	3.75	0.00	0.20 0	45 0	45 0	30 21	30 20	30 20	180 61
4	MTWRF	0900A-1200A	RO/30	ESPN	ESPN Rotator / 8132	4.00 480.00	4.00	0.00	1.00 0	30 0	30 0	20 14	20 14	20 16	120 44
5	MTWRF	0900A-1200A	RO/30	Fox News	Fox News Rotator / 8132	4.00 480.00	1.54	0.00	2.60 0	30 0	30 0	20 10	20 10	20 9	120 29
6	MTWRF	0900A-1200A	RO/30	Hallmark	Hallmark Rotator / 8132	1.25 150.00	1.79	0.00	0.70 0	30 0	30 0	20 7	20 7	20 4	120 18
7	MTWRF	0900A-1200A	RO/30	HGTV	HGTV Rotator / 8132	4.50 540.00	2.51	0.00	1.79 0	30 0	30 0	20 8	20 8	20 8	120 24
8	MTWRF	0900A-1200A	RO/30	History	History Rotator / 8132	2.25 270.00	0.90	0.00	2.50 0	30 0	30 0	20 8	20 8	20 8	120 24
9	MTWRF	0900A-1200A	RO/30	Lifetime	Lifetime / 8132	1.50 270.00	3.00	0.00	0.50 0	45 0	45 0	30 19	30 17	30 17	180 53
10	MTWRF	0900A-1200A	RO/30	TNT	TNT Rotator / 8132	3.00 360.00	2.50	0.00	1.20 0	30 0	30 0	20 15	20 19	20 20	120 54
11	MTWRF	0900A-1200A	RO/30	USA	USA Rotator / 8132	4.00 480.00	4.44	0.00	0.90 0	30 0	30 0	20 16	20 20	20 20	120 56
12	MTWRF	0900A-1200A	RO/30	BET	BET Rotator / 8132	1.25 225.00	1.56	0.00	0.80 0	45 0	45 0	30 24	30 25	30 25	180 74
<b>Total Spots:</b>										<b>435</b>	<b>435</b>	<b>290</b>	<b>290</b>	<b>290</b>	<b>1740</b>
<b>Total GRPs:</b>										<b>455.7</b>	<b>455.7</b>	<b>303.8</b>	<b>303.8</b>	<b>303.8</b>	<b>1822.8</b>

Month	Spots	GRPs	Reach	Frequency	Gross	Net	Imp	CPP	ACPM	TCPM
Feb-2020	870 / 0	911.4 / 0	84.99% / 0.00%	10.72 / 0.00	\$2055.00 / \$0.00	\$1746.75 / \$0.00	0 / 0	\$2.25 / \$0.00	\$0.00 / \$0.00	\$0.00 / \$0.00
Mar-2020	870 / 572	911.4 / 0	84.99% / 0.00%	10.72 / 0.00	\$2055.00 / \$1353.00	\$1746.75 / \$1150.05	0 / 0	\$2.25 / \$0.00	\$0.00 / \$0.00	\$0.00 / \$0.00
<b>Totals</b>	<b>1740 / 572</b>	<b>1822.8 / 0</b>	<b>85.00% / 0.00%</b>	<b>21.44 / 0.00</b>	<b>\$4110.00 / \$1353.00</b>	<b>\$3493.50 / \$1150.05</b>	<b>0 / 0</b>	<b>\$2.25 / \$0.00</b>	<b>\$0.00 / \$0.00</b>	<b>\$0.00 / \$0.00</b>

**Invoice Summary**

Invoice Number	Spots	GRPs	Reach	Frequency	Gross	Net	Imp	CPP	ACPM	TCPM
SF8896	854 / 572	0 / 0	0.00% / 0.00%	0.00 / 0.00	\$2006.00 / \$1353.00	\$1705.10 / \$1150.05	0 / 0	\$0.00 / \$0.00	\$0.00 / \$0.00	\$0.00 / \$0.00
<b>Totals</b>	<b>854 / 572</b>	<b>0 / 0</b>	<b>0.00% / 0.00%</b>	<b>0.00 / 0.00</b>	<b>\$2006.00 / \$1353.00</b>	<b>\$1705.10 / \$1150.05</b>	<b>0 / 0</b>	<b>\$0.00 / \$0.00</b>	<b>\$0.00 / \$0.00</b>	<b>\$0.00 / \$0.00</b>

Comments:

Traffic:

92 Reach

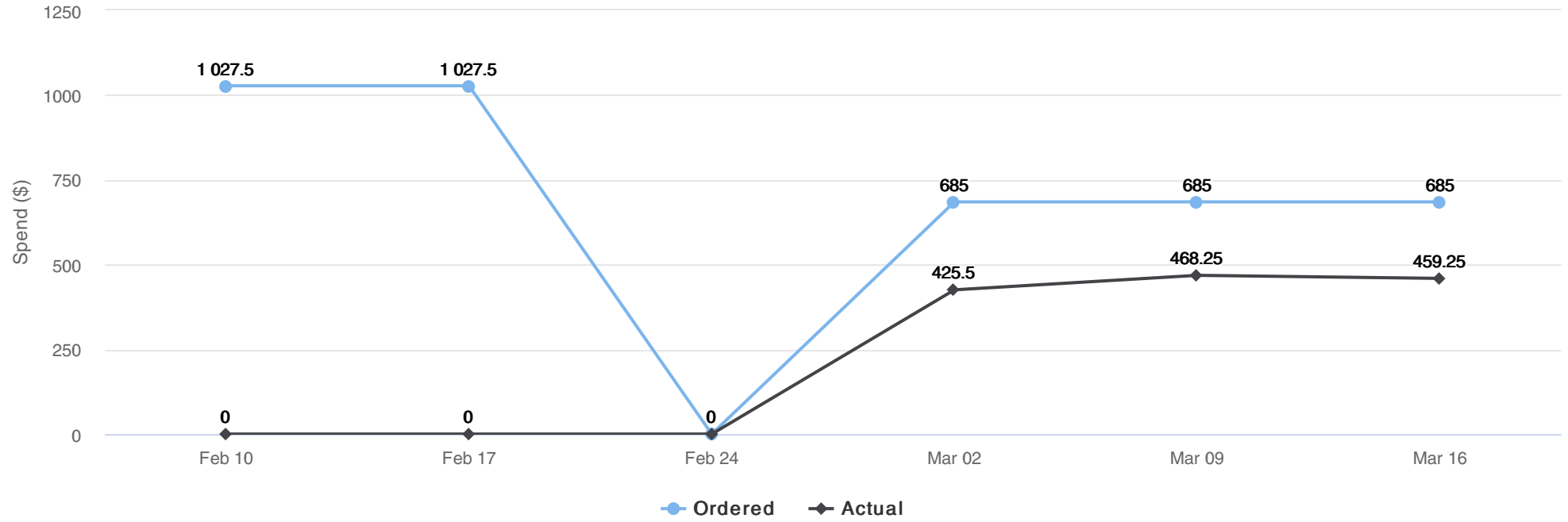
Comments.

Buyer AK



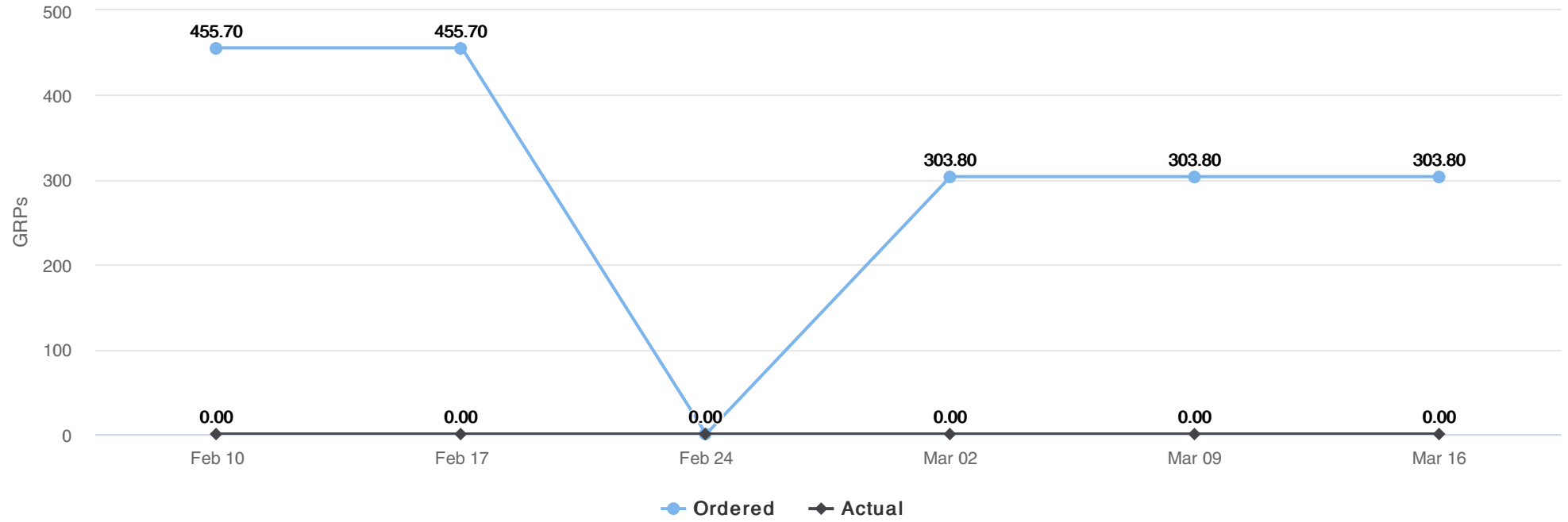
# Ordered Vs Actual \$

Postbuy



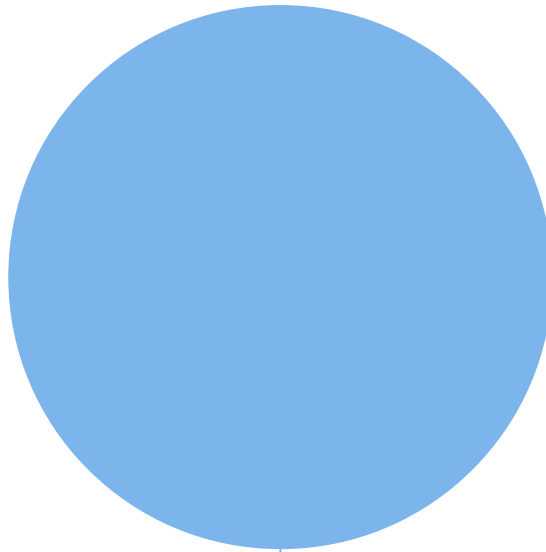
# Ordered Vs Actual GRPs

Postbuy



# % of Spend By Vendor

Postbuy



**Effect TV: 100.0 %**