

Florida Department of Agriculture

FRESH FROM FLORIDA CAMPAIGN
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CHERNOFF NEWMAN

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Television Recap

OVERVIEW

- Three flights of television February-May 2017 (8 weeks)
- Combination of Broadcast and Cable
- Supplemental Hispanic stations in Miami, Tampa, Orlando
- Negotiated added value in the form of one for one spot matches, banners, sponsorships
- 77 TV Stations and cable systems



TV BUY

- Eight weeks total on air
- 8,839 Bonus spots (all markets)
- \$778,992 worth of media value on top of paid schedule
- 269,411,352 total 18+ impressions for broadcast and cable television combined



Impressions

2017 Adults 18+ Impressions		
Market	Q1 Impressions	Q2 Impressions
Jacksonville	10,044,750	16,625,950
Tampa	32,937,400	45,623,720
Miami	20,958,330	30,215,350
Orlando	25,760,450	49,703,380
West Palm Beach	12,935,820	15,689,910
Gainesville	2,099,330	2,391,240
Panama City	1,750,160	1,431,840
Tallahassee	3,409,430	4,042,520
Mobile-Pensacola	7,029,380	8,160,730
Ft Myers	5,479,110	6,113,500
Total	122,404,160	179,998,140
	2017 Total Impressions	302,402,300



2017 Women 35-64 Impressions		
Market	Q1 Impressions	Q2 Impressions
Jacksonville	726,630	586,510
Tampa	2,754,230	3,079,100
Miami	3,183,290	5,588,500
Orlando	1,936,090	3,082,670
West Palm Beach	1,223,690	1,159,690
Gainesville	177,290	170,620
Panama City	250,660	214,620
Tallahassee	373,300	419,910
Mobile-Pensacola	865,290	975,740
Ft Myers	748,790	874,480
Total	12,239,260	16,151,840
	2017 Total Impressions	28,391,100



Reach & Frequency

Market	Reach	Frequency
Ft. Myers	97%	15.1
Gainesville	99%	14.5
Jacksonville	97%	16.4
Miami	99%	24.0
Mobile-Pensacola	99%	15.9
Orlando	98%	13.8
Panama City	99%	19.1
Tallahassee	98%	14.0
Tampa	98%	17.2
West Palm	99%	14.8



Post Buy Analysis

TELEVISION POST BUY ANALYSIS 1Q POST BUY

With all markets combined, we delivered an extra 28% on top of the paid GRPs as bonus. For 1Q, 45 of 77 vendors posted at or above 95%. Here are a few notes from the post:

- Just three of ten markets came in at under 95% on the paid schedules- Tampa at 85%, Orlando at 80% and Ft. Myers at 90%.
- With all markets combined, 97% of estimated paid points were delivered.
- For matching spots, we required a total of 5,113 spots on the one for one spot match for all markets combined and 3,971 ran on primary stations. Additional bonus ran on sister stations.
- As an average for all markets, the schedules delivered 28% of paid schedules as bonus. This is an extra \$312,996 gross worth of media value on top of the paid schedule.



Post-Buy Analysis 1Q 2017

Station	\$s Ordered	\$s Approved	GRPs Ordered	GRPs Delivered	Index	Notes/Make Good Status	Matching		Match GRPs Run	Matching % of Paid Delivered as Bonus	A18+ Impressions
							Spots Ordered	Spots Run			
Jacksonville											
ABC Affiliate - WJXX	\$13,390.00	\$13,390.00	76.5	80.3	105%		56	22	23.3	Jacksonville buy delivered 191 bonus GRPs, which is 29% bonus on top of paid schedule.	1,362,164
CBS Affiliate - WJAX	\$9,900.00	\$9,900.00	76.3	73	96%		22	15	10.6		1,099,198
Independent - WJXT	\$15,680.00	\$15,680.00	181.6	197.3	109%		66	62	122.0		4,198,252
NBC Affiliate - WTLV	\$21,260.00	\$21,260.00	222.4	210.2	95%		98	30	14.7		2,957,053
Cable	\$10,760.00	\$10,733.00	78.2	85.7	110%		152	136	19.9		1,388,460
Totals	\$70,990.00	\$70,963.00	635.0	646.5	102%		394	265	190.5		11,005,127
Tampa											
ABC Affiliate - WFTS	\$37,200.00	\$34,750.00	109.4	68	62%	Underdelivered in 1Q and 2Q. Will run UD next flight	68	25	5.1	Tampa buy delivered 211 bonus GRPs, which is 36% bonus on top of paid schedule.	2,561,980
CBS Affiliate - WTSP	\$37,020.00	\$37,020.00	120.1	118.1	98%		85	62	35.4		5,379,807
FOX Affiliate - WTVT	\$32,000.00	\$32,000.00	143.2	163.7	114%		84	86	49.1		7,458,129
NBC Affiliate - WFLA	\$44,210.00	\$44,120.00	122.2	93.5	77%	Ran UD and missed bonus in 2Q	70	26	10.3		3,637,941
CW Affiliate - WTOG	\$2,650.00	\$2,650.00	10.1	10	99%		23	12	4.3		501,181
MOR TV - WMOR	\$15,850.00	\$15,850.00	63	37.2	59%	Underdelivered in 1Q and 2Q. Will run UD next flight	70	43	18.6	1,955,656	
Telemundo - WRMD	\$12,500.00	\$12,500.00	26.4	15.1	57%	All 3 spanish-language stations in mkt consistently perform poorly	60	60	10	879,695	
Univision - WVEA	\$13,320.00	\$13,320.00	47.2	31.5	67%	All 3 spanish-language stations in mkt consistently perform poorly	96	97	32.2	2,232,532	
Unimas - WFTT	\$1,800.00	\$1,800.00	5	6.5	130%		22	22	5.3	413,562	
Cable	\$14,040.00	\$14,040.00	36.4	34.6	95%		228	115	40.6	2,635,580	
Totals	\$210,590.00	\$208,050.00	683.00	578.2	85%		806	548	210.9		27,656,061
Miami											
ABC Affiliate - WPLG	\$145,600.00	\$145,600.00	242.2	231.3	95%		132	101	42.5	Miami buy delivered 280 bonus GRPs, which is 40% bonus on top of paid schedule.	9,717,764
WB Affiliate - WBFS	\$16,900.00	\$16,375.00	52.4	30.9	59%	All spots delivered but ratings under performed in EF	86	36	7		1,345,154
CBS Affiliate - WFOR	\$47,325.00	\$47,325.00	106	94.6	89%	Ran UD and missed bonus in 2Q	96	42	22.9		4,170,334
Univision - WLTU	\$7,865.00	\$7,856.00	16.4	18	110%		21	19	22.3		1,430,336
FOX Affiliate - WSVN	\$42,600.00	\$42,100.00	107.6	107.5	100%		84	63	82.4		6,739,969
NBC Affiliate - WTVJ	\$4,000.00	\$4,000.00	6	12.5	208%		4	55	18.2	1,089,611	
CW Affiliate - WSFL	\$1,000.00	\$1,250.00	2.8	1.2	43%	Ran UD in 2Q	8	8	1	78,083	
Telemundo - WSCV	\$56,200.00	\$56,200.00	113.5	140.5	124%		83	63	51.3	6,807,404	
Cable	\$44,300.00	\$44,300.00	86.4	57.3	66%	Underdelivered in 1Q and 2Q. Will run UD next flight	248	213	32.7	3,194,298	
Totals	\$365,790.00	\$365,006.00	733.30	693.80	95%		762	600	280.3		34,572,952
Orlando											
ABC Affiliate - WFTV	\$57,320.00	\$57,320.00	207	143.3	69%	Underdelivered in 1Q and 2Q. Will run UD next flight	83	22	9.9	Orlando buy delivered 68 bonus GRPs, which is 13% bonus on top of paid schedule.	4,540,266
CBS Affiliate - WKMG	\$43,100.00	\$43,100.00	144.7	122.9	85%	Some missed points and bonus ran in 2Q	67	0	0		3,642,289
FOX Affiliate - WOFL	\$6,320.00	\$6,320.00	36.8	35.8	97%		36	30	10.2		1,363,285
Independent - WRDQ	\$6,800.00	\$6,800.00	17.6	15.3	87%	Ran UD in 2Q	16	16	1.8		506,779
Unimas- WOTF	\$3,000.00	\$3,000.00	10	6	60%	All 3 spanish-language stations in mkt consistently perform poorly	20	20	3		266,726
MY TV - WRBW	\$1,270.00	\$1,270.00	9.3	5	54%	Performed better in 2Q, will run UD next flight if included	28	28	4.6	284,508	
NBC Affiliate - WESH	\$38,130.00	\$38,130.00	106.8	91.9	86%	Performed better in 2Q, but poorly in terms of match	55	3	1.4	2,765,057	
Telemundo - WTMO	\$30,775.00	\$30,700.00	63.2	42	66%	All 3 spanish-language stations in mkt consistently perform poorly	68	63	20.8	1,861,153	
Univision - WVEN	\$6,400.00	\$6,400.00	9.6	7.5	78%	All 3 spanish-language stations in mkt consistently perform poorly	32	23	3.2	317,107	
Cable	\$23,800.00	\$23,800.00	74.8	73.8	99%		164	129	13.2	2,578,349	
Totals	\$216,915.00	\$216,840.00	679.8	543.5	80%		569	334	68.1		18,125,500
West Palm Beach											
ABC Affiliate - WPBF	\$18,070.00	\$17,595.00	105.5	99.7	95%		67	31	18	West Palm buy delivered 125 bonus GRPs, which is 23% bonus on top of paid schedule.	1,847,513
CBS Affiliate - WPEC	\$12,000.00	\$12,000.00	81	70.1	87%	Will run UD schedule next flight	36	42	7.9		1,224,350
CW Affiliate - WTVX	\$3,960.00	\$3,960.00	43.1	35.1	81%	Will run UD schedule next flight	80	79	10.2		711,065
FOX Affiliate - WFLX	\$16,175.00	\$16,175.00	145.7	162.2	111%		13	13	20.7		2,870,945
MyTV - WTCN	\$3,040.00	\$3,040.00	31.2	29.1	93%		58	58	12.3		649,848
NBC Affiliate - WPTV	\$13,300.00	\$13,300.00	108.8	92.9	85%	Ran UD in 2Q	85	47	23.3	1,823,968	
Cable	\$5,160.00	\$5,160.00	43.4	56.8	131%		170	170	32.7	1,404,864	
Totals	\$71,705.00	\$71,230.00	558.7	545.9	98%		509	440	125.1		10,532,553

Station	\$s Ordered	\$s Approved	GRPs Ordered	GRPs Delivered	Index	Notes/Make Good Status	Spots Ordered	Spots Run	Match GRPs Run	Matching % of Paid Delivered as Bonus	A18+ Impressions
Gainesville											
ABC Affiliate - WCJB	\$11,670.00	\$11,665.00	273	341.6	125%	Bonus spots not clearing - Added- News Sponsorships	57	6	6.1	Gainesville buy delivered 150 bonus GRPs, which is 23% bonus on top of paid schedule	833,541
CBS Affiliate WGFL	\$3,375.00	\$3,375.00	85.6	81.0	95%		68	50	83.7		394,835
FOX Affiliate WOGX	\$7,700.00	\$7,695.00	109.6	108.5	99%		55	53	28.4		328,190
NBC Affiliate WNBW	\$3,000.00	\$2,970.00	55.1	54.6	99%		90	90	15.2		167,332
MyTV Affiliate EGFL	\$445.00	\$445.00	11.9	11.3	95%		12	28	4.8		38,597
CW Affiliate ECJB	\$170.00	\$160.00	5.3	6.6	125%		9	10	5		27,809
Cable	\$2,812.00	\$2,812.00	57.6	51.3	89%	Will run UD schedule with next flight	100	100	6.8	139,259	
Totals	\$29,172.00	\$29,122.00	598.1	654.9	109%		391	337	150.0		1,929,563
Panama City											
ABC Affiliate - WMBB	\$8,630.00	\$8,330.00	253	440.3	174%	Station input order incorrectly, leading to overdelivery	122	70	44.6	Panama City buy delivered 211 bonus GRPs, which is 29% bonus on top of paid schedule.	1,305,448
CBS Affiliate - WECP	\$2,200.00	\$2,150.00	42.4	40.3	95%		26	32	30.5		190,608
FOX Affiliate - WPGX	\$680.00	\$680.00	23	33.1	144%	8	8	1.7	93,689		
NBC Affiliate - WJHG	\$7,680.00	\$7,680.00	168.2	151.7	90%	Underdelivered, but ran high quality bonus to make up GRPs	75	60	61.6		574,246
Cable	\$3,816.00	\$3,792.00	74.8	57.3	77%	2Q post made up missed points in 1Q	312	283	72.2		348,640
Totals	\$23,006.00	\$22,632.00	561.4	722.7	129%		543	453	210.6		
Tallahassee											
FOX Affiliate - ETWC	\$2,660.00	\$2,660.00	59	45.9	78%	Performed well in 2Q, will run UD next flight	30	28	11.0	Tallahassee buy delivered 111 bonus GRPs, which is 21% bonus on top of paid schedule.	306,156
ABC Affiliate - WTXL	\$4,030.00	\$4,030.00	82.3	79.5	97%		46	44	22.0		546,131
CBS Affiliate - WCTV	\$9,815.00	\$9,815.00	253.9	243.4	96%	36	36	29.4	1,467,828		
CW Affiliate - WTTF	\$450.00	\$450.00	6	4.5	75%	Underdelivered in 1Q and 2Q, will run UD next flight	2	2	0.2		25,289
NBC Affiliate - WTWC	\$5,560.00	\$5,560.00	96.7	92.1	95%	53	53	19.3	599,399		
Cable	\$3,154.00	\$3,154.00	62.4	64.1	103%	137	137	29.0	500,934		
Totals	\$25,669.00	\$25,669.00	560.3	529.5	95%		304	300	110.9		3,445,736
Mobile-Pensacola											
ABC Affiliate - WEAR	\$9,700.00	\$9,700.00	128.2	127.8	100%	Missed 2 spots in PT Ran UD in 2Q	36	28	69.9	Mobile-Pensacola buy delivered 196 bonus GRPs, which is 35% bonus on top of paid schedule.	2,058,037
CBS Affiliate - WKRG	\$7,840.00	\$7,840.00	120.6	150.5	125%		41	14	38.8		1,970,594
FOX Affiliate - WALA	\$1,600.00	\$1,600.00	25.6	28.9	113%		8	8	7.4		377,879
NBC Affiliate - WPXI	\$17,910.00	\$16,410.00	196.6	161.8	82%		82	33	15.1		1,841,511
Independent - WJTC	\$420.00	\$380.00	8.4	7.3	87%		24	24	4.2		27,569
Cable	\$9,380.00	\$9,374.00	83.6	79.7	95%		290	290	60.7		1,461,550
Totals	\$46,850.00	\$45,304.00	563	556.0	99%		481	397	196.1		7,829,286
Ft. Myers											
ABC Affiliate - WZVN	\$1,300.00	\$1,300.00	23.4	12.6	54%	DT under delivered	13	8	8.8	Ft. Myers buy delivered 121 bonus GRPs, which is 27% bonus on top of paid schedule.	213,655
NBC Affiliate - WBBH	\$28,340.00	\$28,165.00	256.6	238.1	93%		63	34	46.5		2,841,418
CBS Affiliate - WINK	\$15,990.00	\$15,990.00	128.4	73.7	57%	Local news under delivered, will run UD next flight	36	2	2.7		762,770
CW Affiliate - WXCW	\$5,300.00	\$5,300.00	73.1	49.7	68%	Poor book, 2Q better. Will run UD next flight	35	35	16.7		662,931
FOX Affiliate - WFTX	\$1,025.00	\$1,025.00	5.8	6.0	103%	1		0	59,903		
Cable	\$7,696.00	\$7,696.00	73.2	70.0	96%	206	216	46	1,158,132		
Totals	\$59,651.00	\$59,476.00	560.5	450.1	80%		354	295	120.7		5,698,810
ALL MARKETS	\$1,120,338	\$1,114,292	6133.1	5921.1	97%		5113	3969	1663.2	28%	123,308,218

TELEVISION POST BUY ANALYSIS 2Q POST BUY

With all markets combined, we delivered an extra 39% on top of the paid GRPs as bonus, an improvement over 1Q.

For 2Q, 47 of 77 of vendors posted at or above 95%. Here are a few notes from the post:

- Two markets came in at under 95% on the paid schedules- Tampa at 91% and Orlando at 84%. The buys for both of these markets include Spanish-language stations which consistently see low ratings and post poorly.
- With all markets combined, 98% of estimated paid points were delivered.
- For matching spots, we required a total of 5,386 spots on the one for one spot match for all markets combined and 4,870 ran on primary stations. Additional bonus ran on sister stations.



TELEVISION POST BUY ANALYSIS 2Q POST BUY

- Stations did very well with running high value matching spots, with all but two markets exceeding 25% of paid GRPs as bonus. Markets that did exceptionally well include Miami at 69%, Panama City at 47%, Ft. Myers at 46%, and Tampa at 41%. Miami is a market that had struggled in the past to post well but the stations really prioritized bonus and showed improvement in 2017.
- As an average for all markets, the schedules delivered 39% of paid schedules as bonus. This is an extra \$465,996 gross worth of media value on top of the paid schedule in 2Q



Post-Buy Analysis 2Q 2017

Matching

Station	\$s Ordered	\$s Approved	GRPs Ordered	GRPs Delivered	Index	Notes/Make Good Status	Spots Ordered	Spots Run	Match GRPs Run	Matching % of Paid Delivered as Bonus	A18+ Impressions
Jacksonville											
ABC Affiliate - WJXX	\$9,440.00	\$9,440.00	51.4	46.7	91%		36	11	3.1		654,785
CBS Affiliate - WJAX	\$15,210.00	\$15,210.00	185.6	173.6	94%		74	76	24.7	Jacksonville buy delivered 160 bonus GRPs, which is 24% bonus on top of paid schedule.	2,607,308
EFOX	\$260.00	\$260.00	3.6	2	56%	Only bought PT, which underperformed in 2Q	4	0	0.0		26,297
Independent - WJXT	\$12,132.00	\$12,132.00	153.6	146.9	96%		56	62	80.4		2,988,609
NBC Affiliate - WTLV	\$13,660.00	\$13,660.00	148.2	148.5	100%		68	17	9		2,070,857
Cable	\$15,460.00	\$15,383.00	161.2	153.2	95%		148	133	42.9		2,578,382
Totals	\$66,162.00	\$66,085.00	703.6	670.9	95%		386	299	160.1		10,926,237
Tampa											
ABC Affiliate - WFTS	\$36,040.00	\$36,040.00	90.8	65.7	72%	Underdelivered in 1Q and 2Q, will run UD next flight	83	40	5.2	Tampa buy delivered 266 bonus GRPs, which is 41% bonus on top of paid schedule.	2,484,875
CBS Affiliate - WTSP	\$30,440.00	\$30,440.00	102.6	106.2	104%		148	37	29.1		4,741,940
FOX Affiliate - WTVT	\$55,420.00	\$55,420.00	202.4	192.3	95%		153	183	77		9,438,319
NBC Affiliate - WFLA	\$38,170.00	\$39,170.00	120	122.6	102%	Ran UD from 1Q	85	159	60.1		6,403,197
CW Affiliate - WTOG	\$6,940.00	\$6,940.00	25.6	16.2	63%	Only bought EF and LF, which underperformed in 2Q	48	37	2.2		6,403,197
MOR TV - WMOR	\$11,100.00	\$11,100.00	35.6	32.5	91%	Underdelivered in 1Q and 2Q, will run UD next flight	44	40	19		1,804,951
Telemundo - WRMD	\$12,880.00	\$12,880.00	27.6	13.3	48%	All 3 spanish-language stations in mkt consistently perform poorly	64	64	4.2		613,333
Univision - WVEA	\$13,020.00	\$13,020.00	41.2	21.1	51%	All 3 spanish-language stations in mkt consistently perform poorly	80	81	19		1,405,409
Unimas - WFTT	\$1,360.00	\$1,360.00	3.2	3.5	109%		16	16	0.5		140,190
Cable	\$27,357.00	\$27,357.00	58.6	68.9	118%		256	156	49.3		4,142,626
Totals	\$232,727.00	\$233,727.00	707.60	642.3	91%		977	813	265.6		31,819,716
Miami											
ABC Affiliate - WPLG	\$143,650.00	\$143,650.00	287.6	298.4	104%	WPLG also played additional bonus on EPLG (MeTV) and GPLG (Movies)	234	357	93.4	Miami buy delivered 511 bonus GRPs, which is 69% bonus on top of paid schedule.	13,905,844
WB Affiliate - WBFS	\$8,300.00	\$8,300.00	31.2	26.5	85%	Only bought EF, will run UD next flight if included	56	56	16.8		1,536,812
CBS Affiliate - WFOR	\$34,300.00	\$34,300.00	61.2	79.9	131%	Ran UD from 1Q	75	100	93.1		6,140,151
Univision - WLTV	\$7,865.00	\$7,865.00	16.4	14.8	90%		21	23	28.8		1,547,460
FOX Affiliate - WSVN	\$9,800.00	\$9,800.00	28.6	28.9	101%		27	40	48.4		2,743,547
NBC Affiliate - WTVJ	\$75,525.00	\$75,525.00	112.8	111.8	99%		126	179	81		6,842,896
CW Affiliate - WSFL	\$3,950.00	\$3,950.00	6.8	7.6	112%	Ran UD from 1Q	36	36	14.6		787,927
Telemundo - WSCV	\$56,200.00	\$56,200.00	113.5	107.3	95%		83	77	90.9		7,034,554
Cable	\$57,600.00	\$57,600.00	84	62	74%	Underdelivered in 1Q and 2Q. Will run UD next flight	189	180	44.2		7,006,160
Totals	\$397,190.00	\$397,190.00	742.10	737.20	99%		847	1048	511.2	69%	44,308,462
Orlando											
ABC Affiliate - WFTV	\$74,230.00	\$74,230.00	225.6	165.0	73%	Underdelivered in 1Q and 2Q. Will run UD next flight	144	78	36.8	Orlando buy delivered 155 bonus GRPs, which is 27% bonus on top of paid schedule.	5,980,585
CBS Affiliate - WKMG	\$42,554.00	\$42,179.00	129.4	133.3	103%		77	38	12.6		4,323,922
FOX Affiliate - WOFL	\$15,711.00	\$15,486.00	60.3	56.3	93%		87	87	37.3		2,773,948
MY TV - WRBW	\$2,608.00	\$2,607.00	14	13.5	96%		32	32	4		518,634
Independent - WRDQ	\$7,380.00	\$7,380.00	20.8	22.5	108%		20	124	13.5		1,066,903
Unimas - WOTF	\$3,000.00	\$3,000.00	10	4.1	41%	All 3 spanish-language stations in mkt consistently perform poorly	20	20	1.9		177,817
NBC Affiliate - WESH	\$26,138.00	\$26,138.00	64.4	63.6	99%		36	3	1.3		1,923,389
Telemundo - WTMO	\$17,200.00	\$17,200.00	34	24	71%	All 3 spanish-language stations in mkt consistently perform poorly	42	40	8.8		972,067
Univision - WVEN	\$29,700.00	\$29,700.00	52.4	27.7	53%	All 3 spanish-language stations in mkt consistently perform poorly	96	85	14.7		1,256,575
Cable	\$24,240.00	\$24,090.00	75.6	65.7	87%	Performed well in 1Q and with bonus	160	159	24.4		2,670,222
Totals	\$242,761.00	\$242,010.00	686.5	575.7	84%		714	666	155.3		21,664,062

West Palm Beach											
ABC Affiliate - WPBF	\$19,463.00	\$19,463.00	115.3	115.6	100%		94	54	41.2	West Palm buy delivered 222 bonus GRPs, which is 39% bonus on top of paid schedule.	2,461,258
CBS Affiliate- WPEC	\$16,896.00	\$16,546.00	101.4	92.9	92%		48	28	12.3		1,651,303
CW Affiliate - WTVX	\$3,354.00	\$3,267.00	35.9	34.1	95%		98	98	27.8		971,632
FOX Affiliate - WFLX	\$13,805.00	\$13,805.00	114.6	113.1	99%		74	40	8.3		1,905,592
MyTV - WTCN	\$580.00	\$580.00	7	6.8	97%		31	31	5.9		199,349
NBC Affiliate - WPTV	\$20,645.00	\$20,466.00	138.2	159.7	116%	Ran UD from 1Q	105	88	97.7		4,040,356
Cable	\$7,340.00	\$7,340.00	48.8	49.0	100%		123	125	28.9	1,222,781	
Totals	\$82,083.00	\$81,467.00	561.2	571.2	102%		573	464	222.1		12,452,271
Gainesville											
ABC Affiliate- WCJB	\$9,418.00	\$9,418.00	274.5	303.2	110%		59	48	61.0	Gainesville buy delivered 123 bonus GRPs, which is 22% bonus on top of paid schedule.	873,097
CBS Affiliate WGFL	\$4,679.00	\$4,679.00	114.4	115.8	101%		61	55	33.5		357,917
FOX Affiliate WOGX	\$2,578.00	\$2,578.00	46.7	44.4	95%		32	32	7.9		125,379
MyTV Affiliate EGFL	\$420.00	\$420.00	10.4	7.3	70%	Will run UD schedule with next flight.	20	26	3.9		26,850
NBC Affiliate WNBW	\$2,354.00	\$2,354.00	35.2	30.7	87%	Will run UD schedule with next flight. - EN did poorly	46	46	5.5		86,782
CW Affiliate ECJB	\$106.00	\$106.00	7.1	6.7	94%		14	20	5.6		29,487
Cable	\$2,848.00	\$2,848.00	74	62.4	84%	Will run UD schedule with next flight	100	100	5.7	163,256	
Totals	\$22,403.00	\$22,403.00	562.3	570.5	101%		332	327	123.1		1,662,767
Panama City											
ABC Affiliate - WMBB	\$5,260.00	\$5,260.00	235.8	295.9	125%	Station input order incorrectly, leading to overdelivery	132	113	110.2	Panama City buy delivered 292 bonus GRPs, which is 47% bonus on top of paid schedule.	1,093,302
CBS Affiliate - WECP	\$1,577.00	\$1,577.00	23.8	53.2	224%		37	37	43.5		260,336
FOX Affiliate - WPGX	\$1,750.00	\$1,750.00	44.8	44.5	99%		24	24	6.9		138,379
NBC Affiliate - WJHG	\$6,230.00	\$6,230.00	208.2	149.7	72%	Underdelivered, but ran high quality bonus to make up GRPs	87	75	76.8		609,783
Cable	\$2,884.00	\$2,884.00	49.6	76.4	154%		200	200	54.9		353,486
Totals	\$17,701.00	\$17,701.00	562.2	619.7	110%		480	449	292.3		
Tallahassee											
FOX Affiliate - ETWC	\$1,871.00	\$1,871.00	48.2	44.9	93%		48	47	22.9	Tallahassee buy delivered 181 bonus GRPs, which is 33% bonus on top of paid schedule.	364,805
ABC Affiliate - WTXL	\$4,371.00	\$4,371.00	98.9	70.2	71%	Performed well in 1Q, will run UD next flight	38	38	13.1		448,204
CBS Affiliate - WCTV	\$11,930.00	\$11,930.00	281.8	307	109%		55	49	109.0		2,238,330
CW Affiliate-WTLF	\$400.00	\$380.00	3.5	2.9	83%	Underdelivered in 1Q and 2Q. Will run UD next flight	4	0	0.0		15,604
NBC Affiliate - WTWC	\$3,067.00	\$3,046.00	54.5	52.5	96%		43	43	28.3		364,805
Cable	\$3,376.00	\$3,376.00	72	69.1	96%		147	147	7.2		410,540
Totals	\$25,015.00	\$24,974.00	558.9	546.6	98%		335	324	180.5		3,912,234
Mobile-Pensacola											
ABC Affiliate - WEAR	\$17,360.00	\$17,360.00	169.2	200.3	118%		66	30	68.1	Mobile-Pensacola buy delivered 225 bonus GRPs, which is 38% bonus on top of paid schedule.	2,794,017
Independent- WJTC	\$270.00	\$270.00	7.2	8	111%	Ran UD from 1Q	18	18	3.3		117,632
CBS Affiliate - WKRG	\$2,980.00	\$2,980.00	53.8	71.4	133%		22	18	35.7		1,114,900
FOX Affiliate - WALA	\$2,800.00	\$2,800.00	43.2	45.5	105%		16	15	19.7		678,725
NBC Affiliate - WPMI	\$12,950.00	\$12,940.00	213.8	198.7	93%		104	62	43.6		2,522,319
Cable	\$9,691.00	\$9,691.00	71.2	72.3	102%		160	160	54.5		1,319,975
Totals	\$48,911.13	\$46,041.00	558.4	596.2	107%		386	303	224.9		8,547,569
Ft. Myers											
ABC Affiliate - WZVN	\$1,440.00	\$1,440.00	29	26.3	91%	EN & LF under delivered	16	16	7.6	Ft. Myers buy delivered 264 bonus GRPs, which is 46% bonus on top of paid schedule.	338,454
NBC Affiliate - WBBH	\$33,350.00	\$33,125.00	355.2	381.3	107%		112	113	195		5,753,722
CBS Affiliate - WINK	\$4,900.00	\$4,900.00	46.1	42.2	92%		17	17	13.9		560,097
CW Affiliate - WXCW	\$6,490.00	\$6,490.00	53.2	50.4	95%		14	14	29.8		800,709
FOX Affiliate - WFTX	\$135.00	\$135.00	3.3	2.3	70%		1	0	0		22,963
Cable	\$7,696.00	\$7,696.00	73.2	70.2	96%	Only ran one spot in LF which did not perform as anticipated	196	17	17.8		878,583
Totals	\$54,011.00	\$53,786.00	560	572.7	102%		356	177	264.1		8,354,528
ALL MARKETS	\$1,188,964	\$1,185,384	6202.8	6103.0	98%		5,386	4,870	2,399	39%	146,103,134

Television Added Value

ADDED VALUE RECAP TV BUY

- Added Value Beyond Spot Match
- In-program billboards in local news
- Display ads on station sites
- Pre-rolls and mid-rolls
- Total added value \$23,100



2017 TELEVISION ADDED VALUE

GAINESVILLE

- WCJB (ABC) - News billboard sponsorship and logo
 - 2x weekly 1/30, 2/6, 2/27, 3/6, 3/27, 4/3, 4/24, 5/1
 - Value \$3,600

TAMPA

- WTSP (CBS) – Homepage pushdowns
 - 1x per week for 8 weeks
 - 81,179 impressions
 - 754 clicks to website (.93% CTR)
 - Value \$10,000



2017 ADDED VALUE

TAMPA

- WTVT (FOX) – News LiveStream Video
 - 5 weeks - 3/13, 3/27, 4/3, 4/24, & 5/1 :30 ad inclusion in live online news broadcast as well as re-watches and pre-roll.
 - 10,000 impressions per week, 50,000 total impressions.
 - Total value \$2,500

MIAMI

- WTVJ (NBC) – AM News ticker
 - Two weeks, 2/20 and 4/3 M-F
 - 30 min per day
 - Total time- 2.5 hour/week, two weeks
 - Value- \$7,000

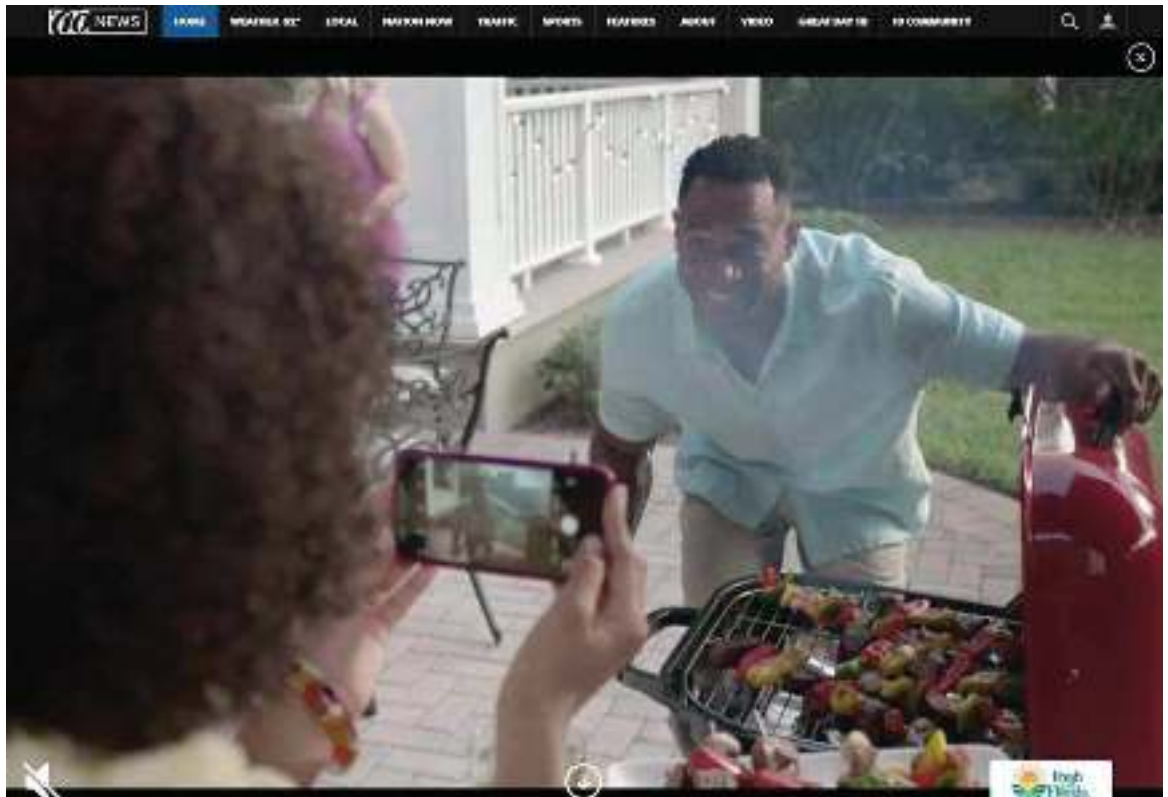
TOTAL VALUE: \$23,100



WCJB News Billboard



WTSP Home Page Takeover 1



CHERNOFF NEWMAN

WTSP Home Page Takeover 2



CHERNOFF NEWMAN

WTVJ - News Ticket Screen Shot



WTVT Streaming News Screenshot



Television Market Summary 1st Quarter

TV Market Summary

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Market: FT. MYERS-NAPLES
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share May 16 -> HUT/PUT February 16

Buyer: Mo Quinn
 Estimate: FFTV/1Q17/FLTV

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Station Summary

Station	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP
0243	80	\$600.00	1%	1%	1%	8.0 \$75.00
6800	312	\$7,096.00	12%	12%	12%	65.2 \$108.83
WBBH 20 NBC-T	126	\$28,340.00	48%	47%	45%	256.6 \$110.44
WFTX 36 FOX-T	2	\$1,025.00	2%	2%	1%	5.8 \$176.72
WINK 11 CBS-T	72	\$15,990.00	27%	26%	23%	130.4 \$122.62
WXCW	70	\$5,300.00	9%	9%	13%	75.1 \$70.57
WZVN 26 ABC-T	26	\$1,300.00	2%	2%	4%	23.4 \$55.56
Market	688	\$59,651.00	100%	99%	100%	564.5 \$105.67
Goal		\$60,396.00				560.0 \$107.85

Daypart Summary

DP	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP
EM	20	\$7,800.00	13%	13%	17%	95.6 \$81.59
DT	33	\$3,940.00	7%	7%	13%	73.4 \$53.68
EF	24	\$3,960.00	7%	7%	9%	50.4 \$78.57
EN	26	\$12,890.00	22%	21%	17%	96.4 \$133.71
PA	10	\$5,800.00	10%	10%	9%	50.0 \$116.00
PT	12	\$13,125.00	22%	22%	14%	78.0 \$168.27
LN	12	\$3,100.00	5%	5%	4%	22.8 \$135.96
LF	11	\$1,340.00	2%	2%	4%	24.7 \$54.25
CA	196	\$7,696.00	13%	13%	13%	73.2 \$105.14
BO	344	\$0.00	0%	0%	0%	0.0 \$0.00

TV Market Summary

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Market: FT. MYERS-NAPLES
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share May 16 -> HUT/PUT February 16

Buyer: Mo Quinn
 Estimate: FFTV/1Q17/FLTV

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Daypart Summary continued...

DP	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP
Market	688	\$59,651.00	100%	99%	100%	564.5 \$105.67
Goal		\$60,396.00				560.0 \$107.85

Length Summary

Len	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP
30	688	\$59,651.00	100%	564.5 \$105.67
Market	688	\$59,651.00	100%	564.5 \$105.67

Goals Summary

DP	Spots	Goal \$	Est Cost	% of Goal	Goal GRP	Est GRP	% of Goal GRP	Goal CPP	Est CPP	% of Goal CPP
EM	20	\$10,267.32	\$7,800.00	76%	95.0	95.6	101%	\$108.07	\$81.59	75%
EM	20	\$12,079.20	\$7,800.00	65%	0.0	95.6	0%	\$0.00	\$81.59	0%
DT	33	\$7,851.47	\$3,940.00	50%	73.0	73.4	101%	\$107.55	\$53.68	50%
EF	24	\$5,435.64	\$3,960.00	73%	50.0	50.4	101%	\$108.71	\$78.57	72%
EN	26	\$10,267.32	\$12,890.00	126%	95.0	96.4	101%	\$108.07	\$133.71	124%
PA	10	\$5,435.64	\$5,800.00	107%	50.0	50.0	100%	\$108.71	\$116.00	107%
PT	12	\$8,455.44	\$13,125.00	155%	78.0	78.0	100%	\$108.40	\$168.27	155%
LN	12	\$2,415.84	\$3,100.00	128%	22.0	22.8	104%	\$109.81	\$135.96	124%
LF	11	\$2,415.84	\$1,340.00	55%	22.0	24.7	112%	\$109.81	\$54.25	49%
CA	196	\$7,851.47	\$7,696.00	98%	73.0	73.2	100%	\$107.55	\$105.14	98%
Total	364	\$72,475.18	\$67,451.00	93%	558.0	660.1	118%	\$129.88	\$102.18	79%

TV Market Summary

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Market: FT. MYERS-NAPLES
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share May 16 -> HUT/PUT February 16

Buyer: Mo Quinn
 Estimate: FFTV/1Q17/FLTV

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Goals Summary continued...

DP	Spots	Goal \$	Est Cost	% of Goal	Goal GRP	Est GRP	% of Goal GRP	Goal CPP	Est CPP	% of Goal CPP
Len										
15	0	\$12,079.20	\$0.00	0%	0.0	0.0	0%	\$0.00	\$0.00	0%
Total	0	\$12,079.20	\$0.00	0%	0.0	0.0	0%	\$0.00	\$0.00	0%

Monthly Summary

Month	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP
Feb	347	\$31,228.00	52%	291.3 \$107.20
Mar	341	\$28,423.00	48%	273.2 \$104.04
Market	688	\$59,651.00	100%	564.5 \$105.67

Weekly Summary

Week	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP
1-Jan 30, 2017	112	\$14,107.00	24%	122.6 \$115.07
2-Feb 06, 2017	167	\$13,829.00	23%	135.6 \$101.98
3-Feb 13, 2017	68	\$3,292.00	6%	33.1 \$99.46
4-Feb 20, 2017	(H)	(H)	(H)	(H)
5-Feb 27, 2017	172	\$14,589.00	24%	141.3 \$103.25
6-Mar 06, 2017	169	\$13,834.00	23%	131.9 \$104.88
Market	688	\$59,651.00	100%	564.5 \$105.67

TV Market Summary

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Market: FT. MYERS-NAPLES
Client: Florida Department of Agriculture
Brand: Fresh From Florida
Product: Fresh From Florida
Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
Flight Dates: Jan 30, 2017 - Mar 12, 2017
Survey: Share May 16 -> HUT/PUT February 16

Buyer: Mo Quinn
Estimate: FFTV/1Q17/FLTV

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Campaign Remarks
Comments

Worksheet Remarks
Comments

TV Spot Calendar By Daypart

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Market: FT. MYERS-NAPLES
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share May 16 -> HUT/PUT Feb 16

Buyer: Mo Quinn
 Estimate: FFTV/1Q17/FLTV
 Rate Tier: Station Gross
 Station(s): WINK, WBBH, WFTX, WXCW, WZVN, 6800, 0243

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Weekly Distribution												
PT	DP	Day(s)	Time	Len	Jan	Feb	Feb	Feb	Feb	Mar	Spots	W 35-54
					30	06	13	20	27	06		DMA (R)
WINK		-T-----	08:00 pm - 09:00 pm	30	1	0	0	(H)	0	0	1	7.6
		Feb-2016LS-pa										
WBBH		M-----	08:00 pm - 10:00 pm	30	1	1	0	(H)	1	1	4	7.0
		WBBH 1stQ 2017 Estimate (sell)										
WINK		--W----	08:00 pm - 09:00 pm	30	1	0	0	(H)	0	0	1	7.2
		Feb-2016LS-pa										
WBBH		M-----	10:00 pm - 11:00 pm	30	0	1	0	(H)	1	0	2	6.0
		WBBH 1stQ 2017 Estimate (sell)										
WBBH		M-----	10:00 pm - 11:00 pm	30	1	0	0	(H)	0	0	1	6.0
		WBBH 1stQ 2017 Estimate (sell)										
WBBH		-T-----	09:00 pm - 10:00 pm	30	0	0	0	(H)	0	1	1	6.0
		WBBH 1stQ 2017 Estimate (sell)										
WFTX		---T---	08:00 pm - 09:00 pm	30	0	0	0	(H)	1	0	1	5.8
		Q1 2017 EST										
WBBH		-----S	09:00 pm - 10:00 pm	30	0	1	0	(H)	0	0	1	5.4
		WBBH 1stQ 2017 Estimate (sell)										
PT Weekly GRP Total					27.8	18.4	0.0	(H)	18.8	13.0		
PT Spot Total					4	3	0	(H)	3	2	12	78.0
LF												
WXCW		-----S-	11:00 pm - 11:30 pm	30	1	1	0	(H)	1	1	4	2.8
		Feb-2016LS-pa										
WXCW		-----S	11:30 pm - 12:00 am	30	1	1	0	(H)	1	1	4	2.0
		Feb-2016LS-pa										
WXCW		MTWTF--	12:00 am - 12:30 am	30	0	1	0	(H)	0	0	1	1.9
		Feb-2016LS-pa										
WXCW		-----S	12:00 am - 12:30 am	30	1	0	0	(H)	1	0	2	1.8
		Feb-2016LS-pa										
LF Weekly GRP Total					6.6	6.7	0.0	(H)	6.6	4.8		
LF Spot Total					3	3	0	(H)	3	2	11	24.7
BO												

TV Spot Calendar By Daypart

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Market: FT. MYERS-NAPLES
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share May 16 -> HUT/PUT Feb 16

Buyer: Mo Quinn
 Estimate: FFTV/1Q17/FLTV
 Rate Tier: Station Gross
 Station(s): WINK, WBBH, WFTX, WXCW, WZVN, 6800, 0243

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Weekly Distribution											
DP	Day(s)	Time	Len	Jan	Feb	Feb	Feb	Feb	Mar	Spots	W 35-54
				30	06	13	20	27	06		DMA (R)
WFTX	-----	08:00 pm - 09:00 pm	30	0	0	0	(H)	1	0	1	0.0
	Q1 2017 EST										
WINK	MTWTFSS	06:00 am - 12:00 am	30	8	8	3	(H)	8	9	36	0.0
	Feb-2016LS-pa										
WZVN	MTWTFSS	06:00 am - 12:00 am	30	1	3	3	(H)	3	3	13	0.0
	WZVN 1stQ Estimate May x Feb (sell)										
WBBH	MTWTFSS	06:00 am - 12:00 am	30	14	15	3	(H)	16	15	63	0.0
	WBBH 1stQ 2017 Estimate (sell)										
WXCW	MTWTFSS	06:00 am - 12:00 am	30	9	8	0	(H)	9	9	35	0.0
	Feb-2016LS-pa										
6800/All Zones	OWN/MTWTFSS	06:00 pm - 12:00 am	30	19	39	20	(H)	39	39	156	0.0
	12x max										
0243/All Zones	FOO/MTWTFSS	06:00 am - 12:00 am	30	5	10	5	(H)	10	10	40	0.0
	12x max										
BO Weekly GRP Total				0.0	0.0	0.0	(H)	0.0	0.0		
BO Spot Total				56	83	34	(H)	86	85	344	0.0
EM											
WINK	MTWTF--	06:00 am - 07:00 am	30	2	2	0	(H)	2	2	8	5.1
	Feb-2016LS-pa										
WBBH	MTWTF--	06:30 am - 07:00 am	30	2	2	0	(H)	2	2	8	5.3
	WBBH 1stQ 2017 Estimate (sell)										
WINK	-----S-	06:00 am - 08:00 am	30	1	1	0	(H)	1	1	4	3.1
	Feb-2016LS-pa										
EM Weekly GRP Total				23.9	23.9	0.0	(H)	23.9	23.9		
EM Spot Total				5	5	0	(H)	5	5	20	95.6
PA											
WBBH	MTWTF--	07:30 pm - 08:00 pm	30	2	3	0	(H)	3	2	10	5.0
	WBBH 1stQ 2017 Estimate (sell)										
PA Weekly GRP Total				10.0	15.0	0.0	(H)	15.0	10.0		
PA Spot Total				2	3	0	(H)	3	2	10	50.0

TV Spot Calendar By Daypart

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Market: FT. MYERS-NAPLES
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
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Weekly Distribution											
DP	Day(s)	Time	Len	Jan	Feb	Feb	Feb	Feb	Mar	Spots	W 35-54
				30	06	13	20	27	06		DMA (R)
EN											RTG
WBBH	MTWTF--	06:30 pm - 07:00 pm 30		2	3	1 (H)		3	3	12	4.3
		WBBH 1stQ 2017 Estimate (sell)									
WINK	MTWTF--	07:00 pm - 07:30 pm 30		2	3	2 (H)		3	4	14	3.2
		Feb-2016LS-pa									
EN Weekly GRP Total				15.0	22.5	10.7 (H)		22.5	25.7		
EN Spot Total				4	6	3 (H)		6	7	26	96.4
DT											
WBBH	MTWTF--	10:00 am - 11:00 am 30		3	1	2 (H)		3	3	12	2.7
		WBBH 1stQ 2017 Estimate (sell)									
WBBH	MTWTF--	12:00 pm - 01:00 pm 30		2	2	0 (H)		2	2	8	2.2
		WBBH 1stQ 2017 Estimate (sell)									
WZVN	MTWTF--	01:00 pm - 02:00 pm 30		1	3	3 (H)		3	3	13	1.8
		WZVN 1stQ Estimate May x Feb (sell)									
DT Weekly GRP Total				14.3	12.5	10.8 (H)		17.9	17.9		
DT Spot Total				6	6	5 (H)		8	8	33	73.4
EF											
WXCW	MTWTF--	05:00 pm - 06:00 pm 30		3	3	0 (H)		3	3	12	3.2
		Feb-2016LS-pa									
WXCW	MTWTF--	04:00 pm - 05:00 pm 30		3	3	0 (H)		3	3	12	1.0
		Feb-2016LS-pa									
EF Weekly GRP Total				12.6	12.6	0.0 (H)		12.6	12.6		
EF Spot Total				6	6	0 (H)		6	6	24	50.4
LN											
WINK	MTWTF--	11:00 pm - 11:35 pm 30		1	2	1 (H)		2	2	8	2.2
		Feb-2016LS-pa									
WBBH	-----S	11:00 pm - 11:30 pm 30		1	1	0 (H)		1	1	4	1.3
		WBBH 1stQ 2017 Estimate (sell)									
LN Weekly GRP Total				3.5	5.7	2.2 (H)		5.7	5.7		
LN Spot Total				2	3	1 (H)		3	3	12	22.8

TV Spot Calendar By Daypart

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Market: FT. MYERS-NAPLES
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share May 16 -> HUT/PUT Feb 16

Buyer: Mo Quinn
 Estimate: FFTV/1Q17/FLTV
 Rate Tier: Station Gross
 Station(s): WINK, WBBH, WFTX, WXCW, WZVN, 6800, 0243

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Date: 12/7/2016 3:02:27 PM

Weekly Distribution											W 35-54
DP	Day(s)	Time	Len	Jan 30	Feb 06	Feb 13	Feb 20	Feb 27	Mar 06	Spots	DMA (R) RTG
CA											
6800/All Zones	USA/MTWTFSS	06:00 am - 06:00 pm	30	6	12	6 (H)		12	12	48	0.5
	12x max										
6800/All Zones	FOO/MTWTFSS	06:00 pm - 12:00 am	30	2	5	3 (H)		5	5	20	0.5
	12x max										
6800/All Zones	LMN/MTWTFSS	06:00 pm - 12:00 am	30	6	12	6 (H)		12	12	48	0.4
	12x max										
6800/All Zones	OWN/MTWTFSS	06:00 pm - 12:00 am	30	5	10	5 (H)		10	10	40	0.3
	12x max										
0243/All Zones	FOO/MTWTFSS	06:00 pm - 12:00 am	30	5	10	5 (H)		10	10	40	0.2
	12x max										
CA Weekly GRP Total				8.9	18.3	9.4 (H)		18.3	18.3		
CA Spot Total				24	49	25 (H)		49	49	196	73.2
Weekly Schedule				112	167	68 (H)		172	169	688	
Weekly GRP Total				122.6	135.6	33.1 (H)		141.3	131.9		

TV Market Summary

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Market: GAINESVILLE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share May 16 -> HUT/PUT February 16

Buyer: Cindy Wade
 Estimate: FFTV/1Q17/FLTV

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Date: 12/7/2016 3:46:10 PM

Station Summary

Station	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP
0130	200	\$2,812.00	10%	10%	22%	133.2 \$21.11
ECJB CW CW	18	\$170.00	1%	1%	1%	5.3 \$32.08
EGFL	36	\$445.00	2%	2%	2%	11.9 \$37.39
WCJB ABC-T	108	\$11,670.00	40%	40%	45%	273.0 \$42.75
WGFL CBS-T	132	\$3,375.00	12%	12%	14%	85.8 \$39.34
WNBW NBC-T	156	\$3,000.00	10%	10%	9%	52.7 \$56.93
WOGX 51 FOX-T	18	\$7,700.00	26%	26%	7%	44.7 \$172.26
Market	668	\$29,172.00	100%	100%	100%	606.6 \$48.09
Goal		\$29,187.20				560.0 \$52.12

Daypart Summary

DP	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP
EM	33	\$2,740.00	9%	9%	16%	94.7 \$28.93
DT	67	\$2,570.00	9%	9%	12%	73.0 \$35.21
EF	35	\$2,025.00	7%	7%	8%	49.9 \$40.58
EN	28	\$4,575.00	16%	16%	16%	94.7 \$48.31
PA	16	\$1,490.00	5%	5%	5%	30.3 \$49.17
PT	19	\$4,120.00	14%	14%	10%	60.8 \$67.76
LN	5	\$1,045.00	4%	4%	4%	21.9 \$47.72
LF	24	\$995.00	3%	3%	4%	22.2 \$44.82
SP	1	\$6,800.00	23%	23%	4%	25.0 \$272.00
CA	100	\$2,812.00	10%	10%	12%	73.2 \$38.42

TV Market Summary

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Market: GAINESVILLE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share May 16 -> HUT/PUT February 16

Buyer: Cindy Wade
 Estimate: FFTV/1Q17/FLTV

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Daypart Summary continued...

DP	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP
BO	340	\$0.00	0%	0%	10%	60.9 \$0.00
Market	668	\$29,172.00	100%	100%	100%	606.6 \$48.09
Goal		\$29,187.20				560.0 \$52.12

Length Summary

Len	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP
30	668	\$29,172.00	100%	606.6 \$48.09
Market	668	\$29,172.00	100%	606.6 \$48.09

Goals Summary

DP	Spots	Goal \$	Est Cost	% of Goal	Goal GRP	Est GRP	% of Goal GRP	Goal CPP	Est CPP	% of Goal CPP
EM	33	\$4,961.82	\$2,740.00	55%	95.0	94.7	100%	\$52.22	\$28.93	55%
DT	67	\$3,794.33	\$2,570.00	68%	73.0	73.0	100%	\$51.97	\$35.21	68%
EF	35	\$2,626.84	\$2,025.00	77%	50.0	49.9	100%	\$52.53	\$40.58	77%
EN	28	\$4,961.82	\$4,575.00	92%	95.0	94.7	100%	\$52.22	\$48.31	93%
PA	16	\$2,626.84	\$1,490.00	57%	50.0	30.3	61%	\$52.53	\$49.17	94%
PT	19	\$7,880.54	\$4,120.00	52%	78.0	60.8	78%	\$101.03	\$67.76	67%
LN	5	\$1,167.48	\$1,045.00	90%	22.0	21.9	100%	\$53.06	\$47.72	90%
LF	24	\$1,167.48	\$995.00	85%	22.0	22.2	101%	\$53.06	\$44.82	84%
CA	100	\$4,086.20	\$2,812.00	69%	73.0	73.2	100%	\$55.97	\$38.42	69%
Total	327	\$33,273.35	\$22,372.00	67%	558.0	520.7	93%	\$59.63	\$42.97	72%

TV Market Summary

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Market: GAINESVILLE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share May 16 -> HUT/PUT February 16

Buyer: Cindy Wade
 Estimate: FFTV/1Q17/FLTV

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Goals Summary continued...

DP	Spots	Goal \$	Est Cost	% of Goal	Goal GRP	Est GRP	% of Goal GRP	Goal CPP	Est CPP	% of Goal CPP
Len										
Total	0	\$0.00	\$0.00	0%	0.0	0.0	0%	\$0.00	\$0.00	0%

Monthly Summary

Month	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP
Feb	331	\$17,466.00	60%	306.7 \$56.95
Mar	337	\$11,706.00	40%	299.9 \$39.03
Market	668	\$29,172.00	100%	606.6 \$48.09

Weekly Summary

Week	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP
1-Jan 30, 2017	146	\$11,348.00	39%	148.9 \$76.21
2-Feb 06, 2017	169	\$5,863.00	20%	148.2 \$39.56
3-Feb 13, 2017	16	\$255.00	1%	9.6 \$26.56
5-Feb 27, 2017	165	\$5,983.00	21%	151.5 \$39.49
6-Mar 06, 2017	172	\$5,723.00	20%	148.4 \$38.56
Market	668	\$29,172.00	100%	606.6 \$48.09

TV Market Summary

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Market: GAINESVILLE
Client: Florida Department of Agriculture
Brand: Fresh From Florida
Product: Fresh From Florida
Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
Flight Dates: Jan 30, 2017 - Mar 12, 2017
Survey: Share May 16 -> HUT/PUT February 16

Buyer: Cindy Wade
Estimate: FFTV/1Q17/FLTV

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Campaign Remarks
Comments

Worksheet Remarks
Comments

TV Spot Calendar By Daypart

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Market: GAINESVILLE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share May 16 -> HUT/PUT Feb 16

Buyer: Cindy Wade
 Estimate: FFTV/1Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 0130, ECJB, EGFL, WCJB, WGFL, WNBW, WOGX

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Date: 12/7/2016 3:27:14 PM

Weekly Distribution											W 35-54 DMA (R)	
DP	Day(s)	Time	Len	Program	Jan 30	Feb 06	Feb 13	Feb 27	Mar 06	Spots	GRP	RTG
EM												
WCJB	MTWTF--	06:00 am - 07:00 am	30	TV20 NW-MRN ED	1	1	0	2	2	6	41.4	6.9
WCJB	MTWTF--	07:00 am - 09:00 am	30	GD MRN AMR-ABC	2	2	0	2	1	7	45.5	6.5
WGFL	MTWTF--	06:30 am - 07:00 am	30	CBS MORNING NE	2	2	0	2	3	9	4.5	0.5
WNBW	MTWTF--	06:30 am - 07:00 am	30	EARLY TODAY	3	2	0	3	3	11	3.3	0.3
EM Spot Total					8	7	0	9	9	33	94.7	94.7
DT												
WCJB	MTWTF--	12:00 pm - 12:30 pm	30	TV20 NOON NEWS	1	1	0	1	1	4	11.6	2.9
WCJB	MTWTF--	02:00 pm - 03:00 pm	30	GENERAL HOSPIT	1	1	0	0	1	3	4.5	1.5
WCJB	MTWTF--	09:00 am - 10:00 am	30	THE DOCTORS	1	1	0	1	1	4	4.4	1.1
WGFL	MTWTF--	12:30 pm - 01:30 pm	30	YOUNG & RE	1	1	0	1	1	4	6.8	1.7
WGFL	MTWTF--	09:00 am - 10:00 am	30	RACHAEL RAY	2	2	0	2	3	9	7.2	0.8
WGFL	MTWTF--	01:30 pm - 02:00 pm	30	BOLD AND BEAUT	2	2	0	2	2	8	12.0	1.5
WGFL	MTWTF--	11:00 am - 12:00 pm	30	THE PRICE IS R	1	2	0	2	2	7	13.3	1.9
WNBW	MTWTF--	01:00 pm - 02:00 pm	30	DAYS OF OUR LI	3	3	0	3	3	12	8.4	0.7
WNBW	MT-----	03:00 pm - 04:00 pm	30	DR. OZ	0	0	1	0	0	1	0.3	0.3
WNBW	MTWTF--	03:00 pm - 04:00 pm	30	DR. OZ	3	4	0	4	4	15	4.5	0.3
DT Spot Total					15	17	1	16	18	67	73.0	73.0
EF												
WCJB	MTWTF--	05:00 pm - 05:30 pm	30	LIVE AT 5 TV 2	2	2	0	2	1	7	25.2	3.6
WGFL	MT-----	04:00 pm - 05:00 pm	30	ELLEN DeGENERE	0	0	1	0	0	1	1.5	1.5
WGFL	MTWTF--	04:00 pm - 05:00 pm	30	ELLEN DeGENERE	3	3	0	3	3	12	18.0	1.5
WNBW	MTWTF--	04:00 pm - 04:30 pm	30	FAMILY FEUD	2	2	0	2	2	8	2.4	0.3
WNBW	MTWTF--	05:30 pm - 06:00 pm	30	MODERN FAMILY	2	2	0	2	1	7	2.8	0.4
EF Spot Total					9	9	1	9	7	35	49.9	49.9
EN												
WCJB	MTWTF--	06:00 pm - 06:30 pm	30	TV20 NEWS @6PM	2	2	0	2	2	8	79.2	9.9
WGFL	MTWTF--	06:00 pm - 06:30 pm	30	CBS4 NEWS @ 6:	3	3	0	2	3	11	11.0	1.0

TV Spot Calendar By Daypart

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Market: GAINESVILLE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share May 16 -> HUT/PUT Feb 16

Buyer: Cindy Wade
 Estimate: FFTV/1Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 0130, ECJB, EGFL, WCJB, WGFL, WNBW, WOGX

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Date: 12/7/2016 3:27:15 PM

Weekly Distribution											W 35-54	
DP	Day(s)	Time	Len	Program	Jan 30	Feb 06	Feb 13	Feb 27	Mar 06	Spots	DMA (R) GRP	RTG
WNBW	MTWTF--	06:00 pm - 06:30 pm	30	CBS4 NEWS @ 6:	2	2	0	2	3	9	4.5	0.5
EN Spot Total					7	7	0	6	8	28	94.7	94.7
PA												
EGFL	----SS	07:00 pm - 08:00 pm	30	BONES	1	1	0	1	1	4	1.2	0.3
WGFL	MTWTF--	07:00 pm - 07:30 pm	30	WHEEL OF FORTU	0	1	0	0	0	1	1.9	1.9
WGFL	MTWTF--	07:30 pm - 08:00 pm	30	JEOPARDY	0	1	0	1	1	3	8.4	2.8
WOGX	MTWTF--	07:00 pm - 07:30 pm	30	BIG BANG THEOR	1	1	0	1	1	4	8.4	2.1
WOGX	MTWTF--	07:30 pm - 08:00 pm	30	BIG BANG THEOR	1	1	0	1	1	4	10.4	2.6
PA Spot Total					3	5	0	4	4	16	30.3	30.3
PT												
ECJB	----F--	09:00 pm - 10:00 pm	30	ORIGINALS	0	1	0	1	0	2	1.8	0.9
EGFL	M-----	08:00 pm - 09:00 pm	30	LAW & ORDE	1	1	0	1	1	4	8.0	2.0
EGFL	-----S-	09:00 pm - 10:00 pm	30	CSI: MIAMI	1	0	0	1	1	3	2.7	0.9
WCJB	-----S	08:30 pm - 12:15 am	30	OSCARS-ABC	0	0	0	1	0	1	9.0	9.0
WCJB	---T---	08:00 pm - 09:00 pm	30	GREYS ANATOMY	0	1	0	0	1	2	18.0	9.0
WNBW	---T---	10:00 pm - 11:00 pm	30	THE BLACKLIST	0	1	0	0	0	1	4.2	4.2
WNBW	-T-----	09:00 pm - 10:00 pm	30	THIS IS US	1	1	0	0	1	3	7.5	2.5
WNBW	-T-----	08:00 pm - 09:00 pm	30	THE VOICE	0	1	0	1	1	3	9.6	3.2
PT Spot Total					3	6	0	5	5	19	60.8	60.8
LN												
WCJB	MTWTF--	11:00 pm - 11:35 pm	30	TV 20 LATE NWS	0	0	0	0	1	1	6.9	6.9
WCJB	MTWTF--	11:00 pm - 11:35 pm	30	TV 20 LATE NWS	1	0	0	1	0	2	13.8	6.9
WGFL	MTWTF--	11:00 pm - 11:30 pm	30	LATE NEWS	1	1	0	0	0	2	1.2	0.6
LN Spot Total					2	1	0	1	1	5	21.9	21.9
LF												
ECJB	MTWTF--	10:00 pm - 11:00 pm	30	SEINFELD	1	2	0	2	2	7	3.5	0.5
WCJB	MTWTF--	11:35 pm - 12:35 am	30	JIMMY KIMMEL L	2	2	0	2	3	9	13.5	1.5

TV Spot Calendar By Daypart

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Market: GAINESVILLE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share May 16 -> HUT/PUT Feb 16

Buyer: Cindy Wade
 Estimate: FFTV/1Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 0130, ECJB, EGFL, WCJB, WGFL, WNBW, WOGX

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Date: 12/7/2016 3:27:15 PM

Weekly Distribution											W 35-54	
DP	Day(s)	Time	Len	Program	Jan 30	Feb 06	Feb 13	Feb 27	Mar 06	Spots	DMA (R) GRP	RTG
WNBW	MTWTF--	11:35 pm - 12:37 am	30	TONIGHT SHOW W	1	1	0	1	1	4	1.2	0.3
WNBW	-----S-	11:30 pm - 01:00 am	30	SATURDAY NIGHT	1	1	0	1	1	4	4.0	1.0
LF Spot Total					5	6	0	6	7	24	22.2	22.2
SP												
WOGX	-----S	06:15 pm - 10:00 pm	30	SUPER BOWL 17	1	0	0	0	0	1	25.0	25.0
SP Spot Total					1	0	0	0	0	1	25.0	25.0
CA												
0130/All Zones	TTC/-----SS	09:00 am - 06:00 pm	30	TRAV	2	2	0	2	2	8	1.6	0.2
0130/All Zones	HGT/-----SS	09:00 am - 06:00 pm	30	HGTV	2	2	0	2	2	8	8.8	1.1
0130/All Zones	HGT/MT-----	09:00 am - 06:00 pm	30	HGTV	0	0	2	0	0	2	1.0	0.5
0130/All Zones	HGT/MTWTF--	06:00 pm - 12:00 am	30	HGTV	3	5	0	5	5	18	18.0	1.0
0130/All Zones	HGT/-----SS	06:00 pm - 12:00 am	30	HGTV	2	2	0	2	2	8	9.6	1.2
0130/All Zones	FOO/-----SS	09:00 am - 06:00 pm	30	FOOD	2	2	0	2	2	8	5.6	0.7
0130/All Zones	HGT/MTWTF--	09:00 am - 06:00 pm	30	HGTV	3	5	0	5	5	18	9.0	0.5
0130/All Zones	FOO/MT-----	06:00 pm - 12:00 am	30	FOOD	0	0	2	0	0	2	1.2	0.6
0130/All Zones	FOO/-----SS	06:00 pm - 12:00 am	30	FOOD	2	2	0	2	2	8	5.6	0.7
0130/All Zones	HGT/MT-----	06:00 pm - 12:00 am	30	HGTV	0	0	2	0	0	2	2.0	1.0
0130/All Zones	FOO/MTWTF--	06:00 pm - 12:00 am	30	FOOD	3	5	0	5	5	18	10.8	0.6
CA Spot Total					19	25	6	25	25	100	73.2	73.2
BO												
0130/All Zones	FOO/MTWTFSS	05:00 am - 12:00 am	30	MATCHING	19	25	6	25	25	100	60.0	0.6
ECJB	MTWTFSS	05:00 am - 12:00 am	30	MATCHING	1	3	0	3	2	9	0.0	0.0
EGFL	MTWTFSS	05:00 am - 12:00 am	30	MATCHING	6	6	0	6	7	25	0.0	0.0
WCJB	MTWTFSS	05:00 am - 12:00 am	30	MATCHING	13	13	0	14	14	54	0.0	0.0
WGFL	MTWTFSS	05:00 am - 12:00 am	30	MATCHING	14	17	1	15	18	65	0.0	0.0
WNBW	MTWTFSS	05:00 am - 12:00 am	30	MATCHING	18	20	1	19	20	78	0.0	0.0
WOGX	MTWTFSS	05:00 am - 12:00 am	30	MATCHING	3	2	0	2	2	9	0.9	0.1
BO Spot Total					74	86	8	84	88	340	60.9	60.9

TV Spot Calendar By Daypart

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Market: GAINESVILLE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share May 16 -> HUT/PUT Feb 16

Buyer: Cindy Wade
 Estimate: FFTV/1Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 0130, ECJB, EGFL, WCJB, WGFL, WNBW, WOGX

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Date: 12/7/2016 3:27:15 PM

Weekly Distribution												
DP	Day(s)	Time	Len	Program	Jan	Feb	Feb	Feb	Mar	Spots	W 35-54	RTG
					30	06	13	27	06		DMA (R)	
					146	169	16	165	172	668	606.6	
Weekly Schedule												
Spot Length Breakout												
# Spots												
30					146	169	16	165	172	668	606.6	

TV Market Summary

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Market: JACKSONVILLE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share September 16 -> HUT/PUT February 16

Buyer: Molly Hefka
 Estimate: FFTV/1Q17/FLTV

Chernoff Newman, L.L.C
 1411 Gervais St., 5th Floor
 Columbia, SC 29201
 803.254.8158

Date: 12/2/2016 3:42:09 PM

Station Summary

Station	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP	W 35-54 DMA (000) GRI CPM
2116	192	\$932.00	1%	1%	0%	0.0 \$0.00	0.0 \$0.00
7888	112	\$9,828.00	14%	14%	12%	78.2 \$125.68	112.0 \$87.75
WJAX CBS-T	44	\$9,900.00	14%	14%	12%	76.3 \$129.75	77.0 \$128.57
WJXT 4 IND	133	\$15,680.00	22%	23%	29%	181.6 \$86.34	106.0 \$147.92
WJXX 25 ABC-T	107	\$13,390.00	19%	20%	12%	76.5 \$175.03	80.0 \$167.38
WTLV 12 NBC-T	200	\$21,260.00	30%	31%	35%	222.4 \$95.59	170.0 \$125.06
Market	788	\$70,990.00	100%	104%	100%	635.0 \$111.80	545.0 \$130.26
Goal		\$68,406.00				600.0 \$114.01	

Daypart Summary

DP	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP	W 35-54 DMA (000) GRI CPM
EM	40	\$9,520.00	13%	14%	19%	122.0 \$78.03	84.0 \$113.33
DT	60	\$5,540.00	8%	8%	13%	80.4 \$68.91	76.0 \$72.89
EF	36	\$3,460.00	5%	5%	9%	55.2 \$62.68	68.0 \$50.88
EN	44	\$9,980.00	14%	15%	17%	110.0 \$90.73	0.0 \$0.00
PA	16	\$4,800.00	7%	7%	8%	51.2 \$93.75	14.0 \$342.86
PT	20	\$22,850.00	32%	33%	13%	82.0 \$278.66	111.0 \$205.86
LN	8	\$2,000.00	3%	3%	4%	22.4 \$89.29	0.0 \$0.00
LF	16	\$2,080.00	3%	3%	5%	33.6 \$61.90	80.0 \$26.00
CA	152	\$10,760.00	15%	16%	6%	39.0 \$275.90	0.0 \$0.00
BO	396	\$0.00	0%	0%	6%	39.2 \$0.00	112.0 \$0.00
Market	788	\$70,990.00	100%	104%	100%	635.0 \$111.80	545.0 \$130.26

TV Market Summary

powered by SmartPlus®

Market: JACKSONVILLE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share September 16 -> HUT/PUT February 16

Buyer: Molly Hefka
 Estimate: FFTV/1Q17/FLTV

Chernoff Newman, L.L.C
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Daypart Summary continued...

DP	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP	W 35-54 DMA (000) GRI CPM
Goal		\$68,406.00				600.0 \$114.01	

Length Summary

Len	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP	W 35-54 DMA (000) GRI CPM
30	788	\$70,990.00	100%	635.0 \$111.80	545.0 \$130.26
Market	788	\$70,990.00	100%	635.0 \$111.80	545.0 \$130.26

Monthly Summary

Month	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP	W 35-54 DMA (000) GRI CPM
Feb	394	\$36,320.00	51%	319.0 \$113.86	315.0 \$115.30
Mar	394	\$34,670.00	49%	316.0 \$109.72	230.0 \$150.74
Market	788	\$70,990.00	100%	635.0 \$111.80	545.0 \$130.26

Weekly Summary

Week	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP	W 35-54 DMA (000) GRI CPM
1-Jan 30, 2017	174	\$12,557.00	18%	127.8 \$98.26	106.0 \$118.46
2-Feb 06, 2017	203	\$22,007.00	31%	172.9 \$127.28	169.0 \$130.22
3-Feb 13, 2017	17	\$1,756.00	2%	18.3 \$95.96	40.0 \$43.90
4-Feb 20, 2017	(H)	(H)	(H)	(H)	(H)
5-Feb 27, 2017	199	\$18,035.00	25%	158.5 \$113.79	123.0 \$146.63

TV Market Summary

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Market: JACKSONVILLE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share September 16 -> HUT/PUT February 16

Buyer: Molly Hefka
 Estimate: FFTV/1Q17/FLTV

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Weekly Summary continued...

Week	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP	W 35-54 DMA (000) GRI CPM
6-Mar 06, 2017	195	\$16,635.00	23%	157.5 \$105.62	107.0 \$155.47
Market	788	\$70,990.00	100%	635.0 \$111.80	545.0 \$130.26

Campaign Remarks

Comments

Worksheet Remarks

Comments

TV Spot Calendar By Daypart

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Market: JACKSONVILLE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share Sep 16 -> HUT/PUT Feb 16

Buyer: Molly Hefka
 Estimate: FFTV/1Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 2116, 7888, WJAX, WJXT, WJXX, WTLV

Chernoff Newman, L.L.C
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Date: 12/2/2016 3:42:48 PM

Weekly Distribution

EM	DP	Day(s)	Time	Len	Program	Jan	Feb	Feb	Feb	Feb	Mar	Spots	W 35-54	RTG
						30	06	13	20	27	06		DMA (R)	
													GRP	
WJXT		MTWTF--	07:00 am - 09:00 am 30	30	THE MORNING SH	3	3	0	(H)	3	3	12	36.0	3.0
WJXT		MTWTF--	06:00 am - 07:00 am 30	30	NEWS4JAX AT 6A	2	2	0	(H)	2	2	8	28.0	3.5
WJXX		MTWTF--	07:00 am - 09:00 am 30	30	GOOD MORNING A	2	2	0	(H)	2	2	8	11.2	1.4
WTLV		MTWTF--	06:00 am - 07:00 am 30	30	GMJ 6-7A WJXX	3	3	0	(H)	3	3	12	46.8	3.9
EM Spot Total						10	10	0	(H)	10	10	40	122.0	122.0
DT														
WJAX		MTWTF--	12:30 pm - 02:00 pm 30	30	YOUNG-RESTLESS	2	2	0	(H)	2	2	8	28.0	3.5
WJXX		MTWTF--	10:00 am - 11:00 am 30	30	WENDY WILLIAMS	1	1	0	(H)	1	1	4	2.4	0.6
WJXX		MTWTF--	09:00 am - 10:00 am 30	30	LIVE WITH KELL	2	5	0	(H)	5	5	17	18.7	1.1
WJXX		MT-----	09:00 am - 10:00 am 30	30	LIVE WITH KELL	0	0	3	(H)	0	0	3	3.3	1.1
WJXX		MTWTF--	01:00 pm - 02:00 pm 30	30	CHEW	2	2	0	(H)	2	2	8	4.0	0.5
WTLV		MTWTF--	09:00 am - 10:00 am 30	30	TODAY SHOW 2	3	5	0	(H)	5	5	18	21.6	1.2
WTLV		MT-----	09:00 am - 10:00 am 30	30	TODAY SHOW 2	0	0	2	(H)	0	0	2	2.4	1.2
DT Spot Total						10	15	5	(H)	15	15	60	80.4	80.4
EF														
WJXT		MTWTF--	04:00 pm - 05:00 pm 30	30	DR OZ	2	4	0	(H)	4	4	14	23.8	1.7
WJXT		MT-----	04:00 pm - 05:00 pm 30	30	DR OZ	0	0	2	(H)	0	0	2	3.4	1.7
WTLV		MT-----	04:00 pm - 05:00 pm 30	30	ELLEN	0	0	2	(H)	0	0	2	2.8	1.4
WTLV		MTWTF--	04:00 pm - 05:00 pm 30	30	ELLEN	3	5	0	(H)	5	5	18	25.2	1.4
EF Spot Total						5	9	4	(H)	9	9	36	55.2	55.2
EN														
WJAX		MTWTF--	05:00 pm - 05:30 pm 30	30	ACTION NEWS AT	3	3	0	(H)	3	3	12	37.2	3.1
WJXT		-----S	06:00 pm - 06:30 pm 30	30	NEWS4JAX AT 6P	1	1	0	(H)	1	1	4	8.8	2.2
WJXX		-----S	06:30 pm - 07:00 pm 30	30	FCNEWS SUN	1	1	0	(H)	1	1	4	5.2	1.3
WTLV		MTWTF--	05:30 pm - 06:00 pm 30	30	FCN @ 530P WJX	3	3	0	(H)	3	3	12	32.4	2.7
WTLV		MTWTF--	05:00 pm - 05:30 pm 30	30	FCN @ 5 WJXX &	3	3	0	(H)	3	3	12	26.4	2.2
EN Spot Total						11	11	0	(H)	11	11	44	110.0	110.0

PA

TV Spot Calendar By Daypart

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Market: JACKSONVILLE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share Sep 16 -> HUT/PUT Feb 16

Buyer: Molly Hefka
 Estimate: FFTV/1Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 2116, 7888, WJAX, WJXT, WJXX, WTLV

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 803.254.8158

Date: 12/2/2016 3:42:48 PM

Weekly Distribution

DP	Day(s)	Time	Len	Program	Jan	Feb	Feb	Feb	Feb	Mar	W 35-54		
					30	06	13	20	27	06	Spots	DMA (R)	RTG
WJXT	MT-----	07:00 pm - 07:30 pm	30	ENT. TONIGHT M	0	0	2	(H)	0	0	2	6.4	3.2
WJXT	MTWTF--	07:00 pm - 07:30 pm	30	ENT. TONIGHT M	2	4	0	(H)	4	4	14	44.8	3.2
PA Spot Total					2	4	2	(H)	4	4	16	51.2	51.2
PT													
WJAX	-T-----	08:00 pm - 09:00 pm	30	NCIS	0	1	0	(H)	0	0	1	5.8	5.8
WJAX	--W----	08:00 pm - 09:00 pm	30	SURVIVOR	0	0	0	(H)	0	1	1	5.3	5.3
WJXT	-T-----	09:00 pm - 10:00 pm	30	BIG BANG THEOR	0	1	0	(H)	1	0	2	8.0	4.0
WJXX	M-----	08:00 pm - 10:00 pm	30	BACHELOR 1/201	0	0	0	(H)	1	0	1	2.5	2.5
WJXX	---T---	10:00 pm - 11:00 pm	30	HOW TO GET AWA	0	1	0	(H)	1	0	2	6.2	3.1
WJXX	---T---	09:00 pm - 10:00 pm	30	SCANDAL	0	1	0	(H)	0	0	1	4.2	4.2
WJXX	-----S	10:00 pm - 11:00 pm	30	QUANTICO	1	0	0	(H)	0	1	2	6.0	3.0
WJXX	-----S	07:00 pm - 08:30 pm	30	ACADEMY AWARD:	0	1	0	(H)	0	0	1	6.0	6.0
WJXX	---T---	08:00 pm - 09:00 pm	30	GREYS ANATOMY	1	1	0	(H)	0	0	2	6.8	3.4
WTLV	--W----	10:00 pm - 11:00 pm	30	CHICAGO PD	1	1	0	(H)	0	0	2	6.4	3.2
WTLV	M-----	08:00 pm - 10:00 pm	30	THE VOICE 2/27	0	0	0	(H)	1	1	2	11.0	5.5
WTLV	-T-----	08:00 pm - 10:00 pm	30	THE VOICE Spri	0	0	0	(H)	1	0	1	4.4	4.4
WTLV	-T-----	10:00 pm - 11:00 pm	30	CHICAGO FIRE	1	0	0	(H)	0	1	2	9.4	4.7
PT Spot Total					4	7	0	(H)	5	4	20	82.0	82.0
LN													
WJXT	MTWTF--	11:00 pm - 11:35 pm	30	NEWS4JAX AT 11	2	2	0	(H)	2	2	8	22.4	2.8
LN Spot Total					2	2	0	(H)	2	2	8	22.4	22.4
LF													
WTLV	MT-----	11:35 pm - 12:35 am	30	TONIGHT SHOW W	0	2	0	(H)	0	0	2	4.2	2.1
WTLV	MTWTF--	11:35 pm - 12:35 am	30	TONIGHT SHOW W	2	4	0	(H)	4	4	14	29.4	2.1
LF Spot Total					2	6	0	(H)	4	4	16	33.6	33.6
CA													
2116/All Zones	TLC/MTWTFSS	06:00 pm - 12:00 am	30	Prime Rotation	5	5	0	(H)	5	5	20	0.0	0.0
2116/All Zones	FOOD/MT-----	06:00 pm - 12:00 am	30	Prime Rotation	0	0	2	(H)	0	0	2	0.0	0.0
2116/All Zones	HGTV/MT-----	06:00 pm - 12:00 am	30	Prime Rotation	0	0	2	(H)	0	0	2	0.0	0.0

TV Spot Calendar By Daypart

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Market: JACKSONVILLE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share Sep 16 -> HUT/PUT Feb 16

Buyer: Molly Hefka
 Estimate: FFTV/1Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 2116, 7888, WJAX, WJXT, WJXX, WTLV

Chernoff Newman, L.L.C
 1411 Gervais St., 5th Floor
 Columbia, SC 29201
 803.254.8158

Date: 12/2/2016 3:42:48 PM

Weekly Distribution

DP	Day(s)	Time	Len	Program	Jan 30	Feb 06	Feb 13	Feb 20	Feb 27	Mar 06	W 35-54			
											Spots	DMA (R) GRP	RTG	
2116/All Zones	HGTV/MTWTFS	06:00 pm - 12:00 am	30	Prime Rotation	6	8	0	(H)	8	8	30	0.0	0.0	
2116/All Zones	FOOD/MTWTFS	06:00 pm - 12:00 am	30	Prime Rotation	6	8	0	(H)	8	8	30	0.0	0.0	
2116/All Zones	TLC/MTWTFSS	06:00 am - 06:00 pm	30	Prime Rotation	3	3	0	(H)	3	3	12	0.0	0.0	
7888/All Zones	FOOD/MT-----	06:00 pm - 12:00 am	30	Prime Rotation	0	2	0	(H)	0	0	2	0.0	0.0	
7888/All Zones	HGTV/MT-----	06:00 pm - 12:00 am	30	Prime Rotation	0	0	2	(H)	0	0	2	0.0	0.0	
7888/All Zones	HGTV/MTWTFS	06:00 pm - 12:00 am	30	Prime Rotation	5	7	0	(H)	7	7	26	23.4	0.9	
7888/All Zones	FOOD/MTWTFS	06:00 pm - 12:00 am	30	Prime Rotation	5	7	0	(H)	7	7	26	15.6	0.6	
CA Spot Total					30	40	6	(H)	38	38	152	39.0	39.0	
BO														
2116/All Zones	TLC/MTWTFSS	06:00 am - 12:00 am	30	MATCHING SPOTS	24	24	0	(H)	24	24	96	0.0	0.0	
7888/All Zones	FOOD/MTWTFS	06:00 am - 12:00 am	30	MATCHING SPOTS	14	14	0	(H)	14	14	56	39.2	0.7	
WJAX	MTWTFSS	06:00 am - 12:00 am	30	MATCHING SPOTS	5	6	0	(H)	5	6	22	0.0	0.0	
WJXT	MTWTFSS	06:00 am - 12:00 am	30	MATCHING SPOTS	17	16	0	(H)	18	16	67	0.0	0.0	
WJXX	MTWTFSS	06:00 am - 12:00 am	30	MATCHING SPOTS	13	15	0	(H)	14	12	54	0.0	0.0	
WTLV	MTWTFSS	06:00 am - 12:00 am	30	MATCHING SPOTS	25	24	0	(H)	26	26	101	0.0	0.0	
BO Spot Total					98	99	0	(H)	101	98	396	39.2	39.2	
Weekly Schedule					174	203	17	(H)	199	195	788	635		
Reach % Total													95.1%	
Frequency Total													6.7	
Spot Length Breakout														
# Spots														
30					174	203	17	(H)	199	195	788	635		

TV Market Summary

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Market: MIAMI-FT. LAUDERDALE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share February 16 -> HUT/PUT February 16

Buyer: Mo Quinn
 Estimate: FFTV/1Q17/FLTV

Chernoff Newman, L.L.C
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 Columbia, SC 29201
 803.254.8158

Date: 12/8/2016 9:15:30 AM

Station Summary

Station	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP
5407	496	\$44,600.00	12%	15%	12%	86.8 \$513.82
WBFS 33 MY33	174	\$16,900.00	5%	6%	7%	54.2 \$311.81
WFOR 4 CBS-T	189	\$47,325.00	13%	16%	14%	106.0 \$446.46
WLTV 23	42	\$7,865.00	2%	3%	2%	16.4 \$479.57
WPLG 10 ABC-T	262	\$145,600.00	40%	49%	33%	242.2 \$601.16
WSCV 51 TLMN	166	\$56,200.00	15%	19%	15%	113.5 \$495.15
WSFL	31	\$1,000.00	0%	0%	0%	2.8 \$357.14
WSVN 7 FOX-T	168	\$42,600.00	12%	14%	15%	107.6 \$395.91
WTVJ 6	8	\$4,000.00	1%	1%	1%	6.0 \$666.67
Market	1,536	\$366,090.00	100%	122%	100%	735.5 \$497.74
Goal		\$299,490.00				600.0 \$499.15

Daypart Summary

DP	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP
EM	66	\$29,450.00	8%	10%	14%	102.4 \$287.60
DT	66	\$20,100.00	5%	7%	11%	78.0 \$257.69
EF	85	\$15,450.00	4%	5%	7%	53.9 \$286.64
EN	76	\$51,400.00	14%	17%	14%	102.4 \$501.95
PA	40	\$33,100.00	9%	11%	7%	54.0 \$612.96
PT	22	\$81,500.00	22%	27%	11%	79.7 \$1,022.59
LN	17	\$16,075.00	4%	5%	3%	24.0 \$669.79
LF	38	\$10,350.00	3%	3%	3%	24.4 \$424.18

TV Market Summary

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Market: MIAMI-FT. LAUDERDALE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share February 16 -> HUT/PUT February 16

Buyer: Mo Quinn
 Estimate: FFTV/1Q17/FLTV

Chernoff Newman, L.L.C
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Date: 12/8/2016 9:15:31 AM

Daypart Summary continued...

DP	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP
SP	104	\$64,065.00	17%	21%	18%	129.9 \$493.19
CA	248	\$44,600.00	12%	15%	12%	86.8 \$513.82
BO	774	\$0.00	0%	0%	0%	0.0 \$0.00
Market	1,536	\$366,090.00	100%	122%	100%	735.5 \$497.74
Goal		\$299,490.00				600.0 \$499.15

Length Summary

Len	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP
30	1,536	\$366,090.00	100%	735.5 \$497.74
Market	1,536	\$366,090.00	100%	735.5 \$497.74

Goals Summary

DP	Spots	Goal \$	Est Cost	% of Goal	Goal GRP	Est GRP	% of Goal GRP	Goal CPP	Est CPP	% of Goal CPP
EM	66	\$59,898.00	\$29,450.00	49%	102.0	102.4	100%	\$587.23	\$287.60	49%
DT	66	\$44,923.50	\$20,100.00	45%	78.0	78.0	100%	\$575.94	\$257.69	45%
EF	85	\$29,949.00	\$15,450.00	52%	54.0	53.9	100%	\$554.61	\$286.64	52%
EN	76	\$59,898.00	\$51,400.00	86%	102.0	102.4	100%	\$587.23	\$501.95	85%
PA	40	\$29,949.00	\$33,100.00	111%	54.0	54.0	100%	\$554.61	\$612.96	111%
PT	22	\$44,923.50	\$81,500.00	181%	78.0	79.7	102%	\$575.94	\$1,022.59	178%
LN	17	\$14,974.50	\$16,075.00	107%	24.0	24.0	100%	\$623.93	\$669.79	107%
LF	38	\$14,974.50	\$10,350.00	69%	24.0	24.4	102%	\$623.93	\$424.18	68%

TV Market Summary

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Market: MIAMI-FT. LAUDERDALE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share February 16 -> HUT/PUT February 16

Buyer: Mo Quinn
 Estimate: FFTV/1Q17/FLTV

Chernoff Newman, L.L.C
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Date: 12/8/2016 9:15:31 AM

Goals Summary continued...

DP	Spots	Goal \$	Est Cost	% of Goal	Goal GRP	Est GRP	% of Goal GRP	Goal CPP	Est CPP	% of Goal CPP
CA	248	\$41,928.60	\$44,600.00	106%	84.0	86.8	103%	\$499.15	\$513.82	103%
Total	658	\$341,418.60	\$302,025.00	88%	600.0	605.6	101%	\$569.03	\$498.72	88%
Len										
Total	0	\$0.00	\$0.00	0%	0.0	0.0	0%	\$0.00	\$0.00	0%

Monthly Summary

Month	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP
Feb	770	\$180,965.00	49%	367.3 \$492.69
Mar	766	\$185,125.00	51%	368.2 \$502.78
Market	1,536	\$366,090.00	100%	735.5 \$497.74

Weekly Summary

Week	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP
1-Jan 30, 2017	271	\$70,890.00	19%	133.7 \$530.22
2-Feb 06, 2017	378	\$94,100.00	26%	183.0 \$514.21
3-Feb 13, 2017	121	\$15,975.00	4%	50.6 \$315.71
4-Feb 20, 2017	(H)	(H)	(H)	(H)
5-Feb 27, 2017	385	\$89,915.00	25%	183.2 \$490.80
6-Mar 06, 2017	381	\$95,210.00	26%	185.0 \$514.65
Market	1,536	\$366,090.00	100%	735.5 \$497.74

TV Market Summary

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Market: MIAMI-FT. LAUDERDALE
Client: Florida Department of Agriculture
Brand: Fresh From Florida
Product: Fresh From Florida
Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
Flight Dates: Jan 30, 2017 - Mar 12, 2017
Survey: Share February 16 -> HUT/PUT February 16

Buyer: Mo Quinn
Estimate: FFTV/1Q17/FLTV

Chernoff Newman, L.L.C
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Date: 12/8/2016 9:15:31 AM

Campaign Remarks
Comments

Worksheet Remarks
Comments

TV Spot Calendar By Daypart

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Market: MIAMI-FT. LAUDERDALE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share Feb 16 -> HUT/PUT Feb 16

Buyer: Mo Quinn
 Estimate: FFTV/1Q17/FLTV
 Rate Tier: Station Gross
 Station(s): WBFS, WFOR, WPLG, WLTV, WSVN, WSFL, WTVJ, 5407, WSCV

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Date: 12/8/2016 9:16:12 AM

Weekly Distribution											
DP	Day(s)	Time	Len	Jan 30	Feb 06	Feb 13	Feb 20	Feb 27	Mar 06	Spots	W 35-54 DMA (R) RTG
PT											
WBFS	-----S	09:00 pm - 10:00 pm	30	1	0	0 (H)		0	0	1	0.7
WFOR	-----S-	10:00 pm - 11:00 pm	30	1	1	0 (H)		1	1	4	1.5
WFOR	----F--	09:00 pm - 10:00 pm	30	0	0	0 (H)		1	0	1	2.0
WPLG	-----S	10:00 pm - 11:00 pm	30	1	1	0 (H)		1	1	4	4.2
LPMay-2016LS-LPFeb-2016LS											
WPLG	M-----	08:00 pm - 10:00 pm	30	0	1	0 (H)		0	1	2	3.6
LPMay-2016LS-LPFeb-2016LS											
WPLG	---T---	08:00 pm - 09:00 pm	30	1	1	0 (H)		1	1	4	4.6
LPMay-2016LS-LPFeb-2016LS											
WPLG	--W----	09:00 pm - 10:00 pm	30	1	1	0 (H)		1	1	4	4.9
LPMay-2016LS-LPFeb-2016LS											
WPLG	---T---	10:00 pm - 11:00 pm	30	0	1	0 (H)		0	1	2	4.5
LPMay-2016LS-LPFeb-2016LS											
PT Weekly GRP Total				15.9	23.3	0.0 (H)		17.2	23.3		
PT Spot Total				5	6	0 (H)		5	6	22	79.7
BO											
WBFS	MTWTFSS	06:00 am - 12:00 am	30	14	22	9 (H)		22	21	88	0.0
WLTV	MTWTFSS	06:00 am - 12:00 am	30	5	5	0 (H)		5	6	21	0.0
WPLG	MTWTFSS	06:00 am - 12:00 am	30	26	33	6 (H)		32	33	130	0.0
1st Qtr SD Estimates											
WSVN	MTWTF--	06:00 am - 12:00 am	30	10	21	11 (H)		21	21	84	0.0
LP Sep-2016LP											
WFOR	MTWTF--	06:00 am - 12:00 am	30	19	21	6 (H)		25	22	93	0.0
WSFL	MTWTFSS	06:00 am - 12:00 am	30	5	6	0 (H)		6	6	23	0.0
LPMay-2016LS-LPFeb-2016LS											
WTVJ	MTWTFSS	06:00 am - 12:00 am	30	1	1	0 (H)		1	1	4	0.0
LPMay-2016L3											
5407/All Zones	FXNC/MTWTFSS	06:00 pm - 11:00 pm	30	41	62	21 (H)		62	62	248	0.0
12 MAX											
WSCV	MTWTFSS	06:00 am - 12:00 am	30	17	21	3 (H)		21	21	83	0.0
BO Weekly GRP Total				0.0	0.0	0.0 (H)		0.0	0.0		

TV Spot Calendar By Daypart

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Market: MIAMI-FT. LAUDERDALE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share Feb 16 -> HUT/PUT Feb 16

Buyer: Mo Quinn
 Estimate: FFTV/1Q17/FLTV
 Rate Tier: Station Gross
 Station(s): WBFS, WFOR, WPLG, WLTV, WSVN, WSFL, WTVJ, 5407, WSCV

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Date: 12/8/2016 9:16:12 AM

Weekly Distribution											
DP	Day(s)	Time	Len	Jan	Feb	Feb	Feb	Feb	Mar	Spots	W 35-54
				30	06	13	20	27	06		DMA (R)
BO	Spot Total			138	192	56	(H)	195	193	774	0.0
CA											
5407/All Zones	OWN/MTWTFSS	06:00 pm - 12:00 am	30	5	10	5	(H)	10	10	40	0.3
	12 MAX										
5407/All Zones	FOOD/MTWTFSS	06:00 am - 06:00 pm	30	6	12	6	(H)	12	12	48	0.4
	12 MAX										
5407/All Zones	FXNC/MTWTFSS	04:00 pm - 06:00 pm	30	5	10	5	(H)	10	10	40	0.2
	12 MAX										
5407/All Zones	HALL/MTWTFSS	06:00 pm - 12:00 am	30	5	10	5	(H)	10	10	40	0.3
	12 MAX										
5407/All Zones	CNN/MTWTFSS	06:00 pm - 12:00 am	30	9	9	0	(H)	9	9	36	0.5
	12 MAX										
5407/All Zones	ENT/MTWTFSS	06:00 pm - 12:00 am	30	6	6	0	(H)	6	6	24	0.4
	12 MAX										
5407/All Zones	FOOD/MTWTFSS	06:00 pm - 12:00 am	30	5	5	0	(H)	5	5	20	0.4
	12 MAX										
CA	Weekly GRP Total			15.3	21.7	6.4	(H)	21.7	21.7		
CA	Spot Total			41	62	21	(H)	62	62	248	86.8
EM											
WFOR	MTWTF--	06:00 am - 07:00 am	30	2	3	2	(H)	4	3	14	0.8
WPLG	MTWTF--	06:00 am - 07:00 am	30	3	3	0	(H)	3	3	12	1.6
	LPMay-2016LS-LP	Feb-2016LS									
WPLG	MTWTF--	07:00 am - 09:00 am	30	2	5	3	(H)	5	5	20	2.0
	LPMay-2016LS-LP	Feb-2016LS									
WSVN	MTWTF--	06:00 am - 09:00 am	30	2	5	3	(H)	5	5	20	1.6
	1QEST (sell)										
EM	Weekly GRP Total			13.6	25.2	12.4	(H)	26.0	25.2		
EM	Spot Total			9	16	8	(H)	17	16	66	102.4
SP											
WSCV	MTWTF--	05:00 am - 06:00 am	30	2	5	3	(H)	5	5	20	0.5

TV Spot Calendar By Daypart

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Market: MIAMI-FT. LAUDERDALE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share Feb 16 -> HUT/PUT Feb 16

Buyer: Mo Quinn
 Estimate: FFTV/1Q17/FLTV
 Rate Tier: Station Gross
 Station(s): WBFS, WFOR, WPLG, WLTV, WSVN, WSFL, WTVJ, 5407, WSCV

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Weekly Distribution											W 35-54	
DP	Day(s)	Time	Len	Jan 30	Feb 06	Feb 13	Feb 20	Feb 27	Mar 06	Spots	DMA (R)	RTG
WLTV	MTWTF--	12:00 pm - 12:30 pm	30	2	2	0	(H)	2	2	8		0.6
WLTV	MTWTF--	06:00 am - 07:00 am	30	3	2	0	(H)	3	3	11		0.8
WSCV	MTWTF--	10:30 am - 12:00 pm	30	3	3	0	(H)	3	3	12		1.0
WSCV	MTWTF--	07:00 am - 10:00 am	30	3	3	0	(H)	3	3	12		1.0
WLTV	-----S	10:00 am - 11:00 am	30	0	1	0	(H)	0	1	2		1.4
WSCV	MTWTF--	02:00 pm - 03:00 pm	30	3	3	0	(H)	3	3	12		1.5
WSCV	MTWTF--	12:00 pm - 02:00 pm	30	3	3	0	(H)	3	3	12		1.5
WSCV	-----S-	06:00 pm - 07:00 pm	30	1	1	0	(H)	1	1	4		1.8
WSCV	-----S	11:00 pm - 11:30 pm	30	0	1	0	(H)	0	1	2		2.0
WSCV	MTWTF--	11:00 pm - 11:35 pm	30	2	2	0	(H)	2	2	8		3.6
WSCV	MTWTF--	07:00 pm - 08:00 pm	30	0	0	0	(H)	1	0	1		3.5
SP Weekly GRP Total				28.6	32.7	1.5	(H)	33.6	33.5			
SP Spot Total				22	26	3	(H)	26	27	104		129.9
LF												
WSFL	-----S	11:00 pm - 12:00 am	30	1	1	0	(H)	1	1	4		0.3
LPMay-2016LS-LPFeb-2016LS												
WFOR	MTWTF--	12:37 am - 01:37 am	30	3	3	0	(H)	3	3	12		0.4
WBFS	MTWTF--	11:30 pm - 12:00 am	30	3	2	0	(H)	3	2	10		0.6
WSVN	MTWTF--	12:00 am - 12:30 am	30	2	2	0	(H)	2	2	8		0.8
LPSep-2016LP												
WTVJ	-----S-	11:30 pm - 01:00 am	30	1	1	0	(H)	1	1	4		1.5
LPMay-2016L3												
LF Weekly GRP Total				6.4	5.8	0.0	(H)	6.4	5.8			
LF Spot Total				10	9	0	(H)	10	9	38		24.4
EF												
WBFS	MTWTF--	04:00 pm - 05:00 pm	30	2	5	5	(H)	5	5	22		0.5
WBFS	MTWTF--	05:00 pm - 05:30 pm	30	1	1	1	(H)	1	1	5		0.5
WSFL	-----S	06:00 pm - 07:00 pm	30	1	1	0	(H)	1	1	4		0.4
LPMay-2016LS-LPFeb-2016LS												
WPLG	-----S	05:30 pm - 06:00 pm	30	1	1	1	(H)	1	1	5		0.8
1st Qtr SD Estimates												

TV Spot Calendar By Daypart

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Market: MIAMI-FT. LAUDERDALE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share Feb 16 -> HUT/PUT Feb 16

Buyer: Mo Quinn
 Estimate: FFTV/1Q17/FLTV
 Rate Tier: Station Gross
 Station(s): WBFS, WFOR, WPLG, WLTV, WSVN, WSFL, WTVJ, 5407, WSCV

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Weekly Distribution											
DP	Day(s)	Time	Len	Jan	Feb	Feb	Feb	Feb	Mar	Spots	W 35-54
				30	06	13	20	27	06		DMA (R)
WPLG	-----S	04:00 pm - 04:30 pm	30	1	1	1	(H)	1	1	5	0.8
1st Qtr SD Estimates											
WBFS	MTWTF--	06:00 pm - 06:30 pm	30	2	5	5	(H)	5	5	22	0.7
WBFS	MTWTF--	06:30 pm - 07:00 pm	30	2	5	5	(H)	5	5	22	0.7
EF Weekly GRP Total				6.3	12.0	11.6	(H)	12.0	12.0		
EF Spot Total				10	19	18	(H)	19	19	85	53.9
DT											
WSVN	MTWTF--	10:00 am - 11:00 am	30	2	5	3	(H)	5	5	20	1.0
LP Sep-2016 LP											
WPLG	MTWTF--	09:00 am - 10:00 am	30	2	5	3	(H)	5	5	20	1.3
LP May-2016 LS-LP Feb-2016 LS											
WFOR	MTWTF--	11:00 am - 12:00 pm	30	2	3	1	(H)	3	3	12	1.0
WFOR	MTWTF--	12:30 pm - 02:00 pm	30	3	2	0	(H)	3	2	10	1.4
WFOR	-----S	09:00 am - 10:30 am	30	1	1	0	(H)	1	1	4	1.5
DT Weekly GRP Total				12.3	18.8	7.9	(H)	20.2	18.8		
DT Spot Total				10	16	7	(H)	17	16	66	78.0
PA											
WPLG	-----S-	07:00 pm - 07:30 pm	30	1	1	0	(H)	1	1	4	0.9
LP May-2016 LS-LP Feb-2016 LS											
WPLG	-----S-	07:30 pm - 08:00 pm	30	1	1	0	(H)	1	1	4	0.9
LP May-2016 LS-LP Feb-2016 LS											
WBFS	MTWTF--	07:30 pm - 08:00 pm	30	1	1	0	(H)	1	1	4	0.8
WFOR	MTWTF--	07:30 pm - 08:00 pm	30	3	3	0	(H)	3	3	12	1.3
WPLG	MTWTF--	07:00 pm - 07:30 pm	30	2	2	0	(H)	2	2	8	1.9
LP May-2016 LS-LP Feb-2016 LS											
WPLG	MTWTF--	07:30 pm - 08:00 pm	30	2	2	0	(H)	2	2	8	1.6
LP May-2016 LS-LP Feb-2016 LS											
PA Weekly GRP Total				13.5	13.5	0.0	(H)	13.5	13.5		
PA Spot Total				10	10	0	(H)	10	10	40	54.0
LN											

TV Spot Calendar By Daypart

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Market: MIAMI-FT. LAUDERDALE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share Feb 16 -> HUT/PUT Feb 16

Buyer: Mo Quinn
 Estimate: FFTV/1Q17/FLTV
 Rate Tier: Station Gross
 Station(s): WBFS, WFOR, WPLG, WLTV, WSVN, WSFL, WTVJ, 5407, WSCV

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Weekly Distribution											
DP	Day(s)	Time	Len	Jan	Feb	Feb	Feb	Feb	Mar	Spots	W 35-54
				30	06	13	20	27	06		DMA (R)
WFOR	MTWTFSS	11:00 pm - 11:35 pm	30	2	1	0	(H)	2	2	7	1.2
WPLG	-----S	11:00 pm - 11:35 pm	30	1	1	0	(H)	1	1	4	1.8
LPMay-2016LS-LPFeb-2016LS											
WPLG	MTWTF--	11:00 pm - 11:35 pm	30	2	1	0	(H)	2	1	6	1.4
LPMay-2016LS-LPFeb-2016LS											
LN Weekly GRP Total				7.0	4.4	0.0	(H)	7.0	5.6		
LN Spot Total				5	3	0	(H)	5	4	17	24.0
EN											
WPLG	-----S	06:00 pm - 06:30 pm	30	1	0	0	(H)	0	1	2	1.0
1st Qtr SD Estimates											
WPLG	-----S-	06:00 pm - 06:30 pm	30	0	1	0	(H)	1	0	2	1.0
LPMay-2016LS-LPFeb-2016LS											
WFOR	MTWTF--	05:00 pm - 05:30 pm	30	2	5	3	(H)	5	5	20	1.3
WSVN	MTWTF--	05:00 pm - 06:00 pm	30	2	4	2	(H)	4	4	16	1.2
LPSep-2016LP-LPMar-2016LP											
WSVN	MTWTF--	05:00 pm - 07:00 pm	30	2	5	3	(H)	5	5	20	1.5
LPMay-2015LP-LPFeb-2015LP											
WPLG	-----S	06:00 pm - 06:30 pm	30	1	1	0	(H)	1	1	4	1.6
1st Qtr SD Estimates											
WPLG	MTWTF--	06:00 pm - 06:30 pm	30	3	3	0	(H)	3	3	12	1.4
LPMay-2016LS-LPFeb-2016LS											
EN Weekly GRP Total				14.8	25.6	10.8	(H)	25.6	25.6		
EN Spot Total				11	19	8	(H)	19	19	76	102.4
Weekly Schedule				271	378	121	(H)	385	381	1536	
Weekly GRP Total				133.7	183.0	50.6	(H)	183.2	185.0		

TV Market Summary

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Market: MOBILE-PENSACOLA (FT WALT)
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share September 16 -> HUT/PUT February 16

Buyer: Molly Hefka
 Estimate: FFTV/1Q17/FLTV

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Station Summary

Station	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP	W 35-54 DMA (000) GRI CPM
6588	296	\$4,316.00	9%	9%	0%	0.0 \$0.00	0.0 \$0.00
6589	296	\$5,064.00	11%	11%	15%	83.6 \$60.57	184.0 \$27.52
WALA 10 FOX-T	16	\$1,600.00	3%	3%	5%	25.6 \$62.50	0.0 \$0.00
WEAR 3 ABC-T	73	\$9,700.00	21%	21%	23%	128.2 \$75.66	225.0 \$43.11
WJTC 44 IND	48	\$420.00	1%	1%	1%	8.4 \$50.00	12.0 \$35.00
WKRG 5 CBS-T	102	\$7,840.00	17%	17%	20%	113.6 \$69.01	212.0 \$36.98
WPMI 15 NBC-T	164	\$17,910.00	38%	39%	37%	206.9 \$86.56	16.0 \$1,119.38
Market	995	\$46,850.00	100%	101%	100%	566.3 \$82.73	649.0 \$72.19
Goal		\$46,362.40				560.0 \$82.79	

Daypart Summary

DP	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP	W 35-54 DMA (000) GRI CPM
EM	28	\$4,480.00	10%	10%	17%	98.0 \$45.71	136.0 \$32.94
DT	24	\$2,480.00	5%	5%	8%	47.2 \$52.54	48.0 \$51.67
EF	44	\$2,320.00	5%	5%	10%	54.4 \$42.65	92.0 \$25.22
EN	40	\$7,440.00	16%	16%	18%	99.2 \$75.00	88.0 \$84.55
PA	20	\$5,700.00	12%	12%	9%	50.0 \$114.00	8.0 \$712.50
PT	13	\$11,050.00	24%	24%	14%	78.3 \$141.12	69.0 \$160.14
LN	12	\$2,040.00	4%	4%	5%	27.2 \$75.00	0.0 \$0.00
LF	20	\$1,960.00	4%	4%	5%	28.4 \$69.01	24.0 \$81.67
CA	296	\$9,380.00	20%	20%	15%	83.6 \$112.20	184.0 \$50.98
BO	498	\$0.00	0%	0%	0%	0.0 \$0.00	0.0 \$0.00

TV Market Summary

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Market: MOBILE-PENSACOLA (FT WALT)
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share September 16 -> HUT/PUT February 16

Buyer: Molly Hefka
 Estimate: FFTV/1Q17/FLTV

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Daypart Summary continued...

DP	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP	W 35-54 DMA (000) GRI CPM
Market	995	\$46,850.00	100%	101%	100%	566.3 \$82.73	649.0 \$72.19
Goal		\$46,362.40				560.0 \$82.79	

Length Summary

Len	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP	W 35-54 DMA (000) GRI CPM
30	995	\$46,850.00	100%	566.3 \$82.73	649.0 \$72.19
Market	995	\$46,850.00	100%	566.3 \$82.73	649.0 \$72.19

Monthly Summary

Month	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP	W 35-54 DMA (000) GRI CPM
Feb	496	\$22,800.00	49%	277.4 \$82.19	317.0 \$71.92
Mar	499	\$24,050.00	51%	288.9 \$83.25	332.0 \$72.44
Market	995	\$46,850.00	100%	566.3 \$82.73	649.0 \$72.19

Weekly Summary

Week	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP	W 35-54 DMA (000) GRI CPM
1-Jan 30, 2017	233	\$10,044.00	21%	126.6 \$79.34	158.0 \$63.57
2-Feb 06, 2017	246	\$11,200.00	24%	137.2 \$81.63	134.0 \$83.58
3-Feb 13, 2017	17	\$1,556.00	3%	13.6 \$114.41	25.0 \$62.24
4-Feb 20, 2017	(H)	(H)	(H)	(H)	(H)

TV Market Summary

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Market: MOBILE-PENSACOLA (FT WALT)
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share September 16 -> HUT/PUT February 16

Buyer: Molly Hefka
 Estimate: FFTV/1Q17/FLTV

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 803.254.8158

Date: 12/2/2016 3:43:50 PM

Weekly Summary continued...

Week	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP	W 35-54 DMA (000) GRI CPM
5-Feb 27, 2017	253	\$13,000.00	28%	149.6 \$86.90	189.0 \$68.78
6-Mar 06, 2017	246	\$11,050.00	24%	139.3 \$79.33	143.0 \$77.27
Market	995	\$46,850.00	100%	566.3 \$82.73	649.0 \$72.19

Campaign Remarks

Comments

Worksheet Remarks

Comments

TV Spot Calendar By Daypart

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Market: MOBILE-PENSACOLA (FT WALT)
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share Sep 16 -> HUT/PUT Feb 16

Buyer: Molly Hefka
 Estimate: FFTV/1Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 6588, 6589, WALA, WEAR, WJTC, WKRG, WPMI

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Date: 12/2/2016 4:03:14 PM

Weekly Distribution													W 35-54	
DP	Day(s)	Time	Len	Program	Jan 30	Feb 06	Feb 13	Feb 20	Feb 27	Mar 06	Spots	DMA (R) GRP	RTG	
EM														
WEAR	MTWTF--	06:00 am - 07:00 am	30	AM NEWS 6-7	3	3	0 (H)	3	3	3	12	61.2	5.1	
WEAR	MTWTF--	07:00 am - 09:00 am	30	GOOD AM AMERIC	2	0	0 (H)	2	0	0	4	16.4	4.1	
WPMI	MTWTF--	06:00 am - 07:00 am	30	Local 15 News	3	3	0 (H)	3	3	3	12	20.4	1.7	
EM Spot Total					8	6	0 (H)	8	6	6	28	98.0	98.0	
DT														
WEAR	MTWTF--	03:00 pm - 04:00 pm	30	ELLEN	2	2	0 (H)	2	2	2	8	16.8	2.1	
WEAR	MTWTF--	12:00 pm - 01:00 pm	30	THE CHEW	2	2	0 (H)	2	2	2	8	10.4	1.3	
WPMI	MTWTF--	10:00 am - 11:00 am	30	Today Show III	2	2	0 (H)	2	2	2	8	20.0	2.5	
DT Spot Total					6	6	0 (H)	6	6	6	24	47.2	47.2	
EF														
WJTC	MTWTF--	05:00 pm - 05:30 pm	30	Modern Family	3	3	0 (H)	3	3	3	12	4.8	0.4	
WJTC	-----S	05:00 pm - 06:00 pm	30	Modern Family	3	3	0 (H)	3	3	3	12	3.6	0.3	
WKRG	MTWTF--	04:00 pm - 05:00 pm	30	FAMILY FEUD	2	2	0 (H)	2	2	2	8	18.4	2.3	
WKRG	MTWTF--	04:00 pm - 05:00 pm	30	BIG BANG THEOR	3	3	0 (H)	3	3	3	12	27.6	2.3	
EF Spot Total					11	11	0 (H)	11	11	11	44	54.4	54.4	
EN														
WALA	MTWTF--	05:00 pm - 05:30 pm	30	FOX10 NEWS @ 5	2	2	0 (H)	2	2	2	8	25.6	3.2	
WKRG	MTWTF--	05:30 pm - 06:00 pm	30	CBS EVENING NE	4	4	0 (H)	4	4	4	16	38.4	2.4	
WPMI	MTWTF--	06:00 pm - 06:30 pm	30	Local 15 News	2	4	0 (H)	4	4	4	14	30.8	2.2	
WPMI	MT-----	06:00 pm - 06:30 pm	30	Local 15 News	0	0	2 (H)	0	0	0	2	4.4	2.2	
EN Spot Total					8	10	2 (H)	10	10	10	40	99.2	99.2	
PA														
WPMI	MTWTF--	06:30 pm - 06:58 pm	30	Entertainment	3	5	0 (H)	5	5	5	18	45.0	2.5	
WPMI	MT-----	06:30 pm - 06:58 pm	30	Entertainment	0	0	2 (H)	0	0	0	2	5.0	2.5	
PA Spot Total					3	5	2 (H)	5	5	5	20	50.0	50.0	
PT														
WEAR	-----S	06:30 pm - 07:30 pm	30	OSCARS REDCAR	0	0	0 (H)	1	0	0	1	8.5	8.5	

TV Spot Calendar By Daypart

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Market: MOBILE-PENSACOLA (FT WALT)
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share Sep 16 -> HUT/PUT Feb 16

Buyer: Molly Hefka
 Estimate: FFTV/1Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 6588, 6589, WALA, WEAR, WJTC, WKRG, WPMI

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Weekly Distribution

DP	Day(s)	Time	Len	Program	Jan	Feb	Feb	Feb	Feb	Mar	W 35-54		
					30	06	13	20	27	06	Spots	DMA (R)	GRP
WEAR	---T---	07:00 pm - 08:00 pm	30	GREYS ANATO	0	0	0	(H)	1	0	1	4.9	4.9
WEAR	M-----	07:00 pm - 09:00 pm	30	BACHELOR	1	0	0	(H)	1	0	2	10.0	5.0
WKRG	-T-----	07:00 pm - 08:00 pm	30	NCIS	1	0	0	(H)	0	0	1	5.8	5.8
WKRG	--W----	07:00 pm - 08:00 pm	30	SURVIVOR	0	0	0	(H)	1	1	2	10.2	5.1
WPMI	-T-----	06:58 pm - 09:00 pm	30	The Voice	0	1	0	(H)	0	1	2	18.0	9.0
WPMI	-T-----	08:00 pm - 09:00 pm	30	This is Us	0	1	0	(H)	0	1	2	14.6	7.3
WPMI	-T-----	09:00 pm - 09:59 pm	30	Chicago Fire	0	1	0	(H)	0	0	1	3.0	3.0
WPMI	--W----	09:00 pm - 09:59 pm	30	Chicago PD	1	0	0	(H)	0	0	1	3.3	3.3
PT Spot Total					3	3	0	(H)	4	3	13	78.3	78.3
LN													
WPMI	MTWTF--	10:00 pm - 10:35 pm	30	Local 15 news	2	2	0	(H)	2	2	8	16.8	2.1
WPMI	-----S	10:00 pm - 10:30 pm	30	Local 15 News	1	1	0	(H)	1	1	4	10.4	2.6
LN Spot Total					3	3	0	(H)	3	3	12	27.2	27.2
LF													
WKRG	MTWTF--	10:35 pm - 11:37 pm	30	LATE SHOW/STEP	3	3	0	(H)	3	3	12	13.2	1.1
WPMI	MTWTF--	10:35 pm - 11:37 pm	30	Tonight Show w	2	2	0	(H)	2	2	8	15.2	1.9
LF Spot Total					5	5	0	(H)	5	5	20	28.4	28.4
CA													
6588/All Zones	FOOD/MTWTFS	06:00 pm - 12:00 am	30	FOOD	4	8	0	(H)	8	8	28	0.0	0.0
6588/All Zones	FOOD/-----SS	09:00 am - 06:00 pm	30	FOOD	4	4	0	(H)	4	4	16	0.0	0.0
6588/All Zones	HGTV/MTWTFS	06:00 pm - 12:00 am	30	HGTV	4	7	0	(H)	7	7	25	0.0	0.0
6588/All Zones	HGTV/-----SS	09:00 am - 06:00 pm	30	HGTV	2	2	0	(H)	2	2	8	0.0	0.0
6588/All Zones	LIF/MTWTFSS	06:00 pm - 12:00 am	30	LIFE	6	6	0	(H)	6	6	24	0.0	0.0
6588/All Zones	LIF/-----SS	09:00 am - 06:00 pm	30	LIFE	2	2	0	(H)	2	2	8	0.0	0.0
6588/All Zones	TRAV/MTWTFS	06:00 pm - 12:00 am	30	TRAVEL	6	6	0	(H)	6	6	24	0.0	0.0
6588/All Zones	TRAV/-----SS	09:00 am - 06:00 pm	30	TRAVEL	2	2	0	(H)	2	2	8	0.0	0.0
6588/All Zones	FOOD/MT-----	06:00 pm - 12:00 am	30	FOOD	0	0	4	(H)	0	0	4	0.0	0.0
6588/All Zones	HGTV/MT-----	06:00 pm - 12:00 am	30	HGTV	0	0	3	(H)	0	0	3	0.0	0.0
6589/All Zones	FOOD/-----SS	09:00 am - 06:00 pm	30	FOOD	4	4	0	(H)	4	4	16	6.4	0.4
6589/All Zones	TRAV/MTWTFS	06:00 pm - 12:00 am	30	TRAVEL	6	6	0	(H)	6	6	24	7.2	0.3

TV Spot Calendar By Daypart

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Market: MOBILE-PENSACOLA (FT WALT)
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share Sep 16 -> HUT/PUT Feb 16

Buyer: Molly Hefka
 Estimate: FFTV/1Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 6588, 6589, WALA, WEAR, WJTC, WKRG, WPMI

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Weekly Distribution

DP	Day(s)	Time	Len	Program	Jan	Feb	Feb	Feb	Feb	Mar	W 35-54		RTG
					30	06	13	20	27	06	Spots	DMA (R) GRP	
6589/All Zones	FOOD/MTWTFS	06:00 pm - 12:00 am	30	FOOD	5	8	0	(H)	8	8	29	14.5	0.5
6589/All Zones	HGTV/MTWTFS	06:00 pm - 12:00 am	30	HGTV	4	7	0	(H)	7	7	25	22.5	0.9
6589/All Zones	HGTV/-----SS	09:00 am - 06:00 pm	30	HGTV	2	2	0	(H)	2	2	8	6.4	0.8
6589/All Zones	LIF/MTWTFSS	06:00 pm - 12:00 am	30	LIFE	6	6	0	(H)	6	6	24	16.8	0.7
6589/All Zones	LIF/-----SS	09:00 am - 06:00 pm	30	LIFE	2	2	0	(H)	2	2	8	3.2	0.4
6589/All Zones	FOOD/MT-----	06:00 pm - 12:00 am	30	FOOD	0	0	3	(H)	0	0	3	1.5	0.5
6589/All Zones	TRAV/-----SS	09:00 am - 06:00 pm	30	TRAVEL	2	2	0	(H)	2	2	8	2.4	0.3
6589/All Zones	HGTV/MT-----	06:00 pm - 12:00 am	30	HGTV	0	0	3	(H)	0	0	3	2.7	0.9
CA Spot Total					61	74	13	(H)	74	74	296	83.6	83.6
BO													
6588/All Zones	LIF/MTWTFSS	06:00 am - 12:00 am	30	MATCHING SPOT	37	37	0	(H)	37	37	148	0.0	0.0
6589/All Zones	HGTV/MTWTFS	06:00 am - 12:00 am	30	MATCHING SPOT	37	37	0	(H)	37	37	148	0.0	0.0
WALA	MTWTFSS	06:00 am - 12:00 am	30	MATCHING SPOTS	2	2	0	(H)	2	2	8	0.0	0.0
WEAR	MTWTFSS	06:00 am - 12:00 am	30	MATCHING SPOTS	10	7	0	(H)	13	7	37	0.0	0.0
WJTC	MTWTFSS	06:00 am - 12:00 am	30	MATCHING SPOTS	6	6	0	(H)	6	6	24	0.0	0.0
WKRG	MTWTFSS	06:00 am - 12:00 am	30	MATCHING SPOTS	13	12	0	(H)	13	13	51	0.0	0.0
WPMI	MTWTFSS	06:00 am - 12:00 am	30	MATCHING SPOTS	20	22	0	(H)	19	21	82	0.0	0.0
BO Spot Total					125	123	0	(H)	127	123	498	0.0	0.0
Weekly Schedule					233	246	17	(H)	253	246	995	566.3	
Reach % Total													95.6%
Frequency Total													5.9
Spot Length Breakout													
# Spots													
30					233	246	17	(H)	253	246	995	566.3	

TV Market Summary

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Market: ORLANDO-DAYTONA BCH-MELBR
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share May 16 -> HUT/PUT February 16

Buyer: Sara Anders
 Estimate: FFTV/1Q17/FLTV

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Station Summary

Station	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP	W 35-54 DMA (000) GRI CPM
6767	232	\$23,080.00	11%	14%	10%	70.0 \$329.71	349.2 \$66.09
NCC-1155	96	\$720.00	0%	0%	1%	4.8 \$150.00	24.0 \$30.00
WESH 2 NBC-T	111	\$38,130.00	18%	23%	16%	106.8 \$357.02	186.0 \$205.00
WFTV ABC-T	166	\$57,320.00	26%	34%	30%	207.0 \$276.91	1,035.0 \$55.38
WKMG CBS-T	134	\$43,100.00	20%	26%	21%	144.7 \$297.86	716.0 \$60.20
WOFL 35 FOX-T	72	\$6,320.00	3%	4%	5%	36.8 \$171.74	132.0 \$47.88
WOTF	40	\$3,000.00	1%	2%	1%	10.0 \$300.00	4.0 \$750.00
WRBW MY	56	\$2,220.00	1%	1%	2%	13.8 \$160.87	14.0 \$158.57
WRDQ IND	32	\$6,800.00	3%	4%	3%	17.6 \$386.36	96.0 \$70.83
WTMO TLMN	136	\$30,775.00	14%	18%	9%	63.4 \$485.41	96.0 \$320.57
WVEN UNIV	64	\$6,400.00	3%	4%	1%	9.6 \$666.67	4.0 \$1,600.00
Market	1,139	\$217,865.00	100%	131%	100%	684.5 \$318.28	2,656.2 \$82.02
Goal		\$166,872.00				600.0 \$278.12	

Daypart Summary

DP	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP	W 35-54 DMA (000) GRI CPM
EM	64	\$21,980.00	10%	13%	15%	101.6 \$216.34	494.0 \$44.49
DT	36	\$12,000.00	6%	7%	14%	92.8 \$129.31	384.0 \$31.25
EF	40	\$8,020.00	4%	5%	5%	34.8 \$230.46	14.0 \$572.86
EN	52	\$36,600.00	17%	22%	14%	96.4 \$379.67	470.0 \$77.87
PA	35	\$19,670.00	9%	12%	8%	53.2 \$369.74	160.0 \$122.94
PT	17	\$37,000.00	17%	22%	13%	90.6 \$408.39	359.0 \$103.06

TV Market Summary

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Market: ORLANDO-DAYTONA BCH-MELBR
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share May 16 -> HUT/PUT February 16

Buyer: Sara Anders
 Estimate: FFTV/1Q17/FLTV

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Daypart Summary continued...

DP	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP	W 35-54 DMA (000) GRI CPM
LN	20	\$11,700.00	5%	7%	4%	28.8 \$406.25	148.0 \$79.05
LF	20	\$4,920.00	2%	3%	4%	24.0 \$205.00	128.0 \$38.44
SP	2	\$2,000.00	1%	1%	1%	4.5 \$444.44	22.0 \$90.91
CA	164	\$23,800.00	11%	14%	11%	74.8 \$318.18	373.2 \$63.77
ES	120	\$40,175.00	18%	24%	12%	83.0 \$484.04	104.0 \$386.30
BO	569	\$0.00	0%	0%	0%	0.0 \$0.00	0.0 \$0.00
Market	1,139	\$217,865.00	100%	131%	100%	684.5 \$318.28	2,656.2 \$82.02
Goal		\$166,872.00				600.0 \$278.12	

Length Summary

Len	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP	W 35-54 DMA (000) GRI CPM
30	1,139	\$217,865.00	100%	684.5 \$318.28	2,656.2 \$82.02
Market	1,139	\$217,865.00	100%	684.5 \$318.28	2,656.2 \$82.02

Monthly Summary

Month	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP	W 35-54 DMA (000) GRI CPM
Feb	569	\$108,970.00	50%	339.5 \$320.97	1,321.6 \$82.45
Mar	570	\$108,895.00	50%	345.0 \$315.64	1,334.6 \$81.59
Market	1,139	\$217,865.00	100%	684.5 \$318.28	2,656.2 \$82.02

TV Market Summary

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Market: ORLANDO-DAYTONA BCH-MELBR
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share May 16 -> HUT/PUT February 16

Buyer: Sara Anders
 Estimate: FFTV/1Q17/FLTV

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Weekly Summary

Week	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP	W 35-54 DMA (000) GRI CPM
1-Jan 30, 2017	248	\$47,725.00	22%	147.6 \$323.34	547.3 \$87.20
2-Feb 06, 2017	284	\$53,435.00	25%	167.8 \$318.44	655.3 \$81.54
3-Feb 13, 2017	37	\$7,810.00	4%	24.1 \$324.07	119.0 \$65.63
4-Feb 20, 2017	(H)	(H)	(H)	(H)	(H)
5-Feb 27, 2017	284	\$52,035.00	24%	166.6 \$312.34	645.3 \$80.64
6-Mar 06, 2017	286	\$56,860.00	26%	178.4 \$318.72	689.3 \$82.49
Market	1,139	\$217,865.00	100%	684.5 \$318.28	2,656.2 \$82.02

Campaign Remarks

Comments

Worksheet Remarks

Comments

TV Spot Calendar By Daypart

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Market: ORLANDO-DAYTONA BCH-MELBR
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share May 16 -> HUT/PUT Feb 16

Buyer: Sara Anders
 Estimate: FFTV/1Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 6767, NCC-1155, WESH, WFTV, WKMG, WOFL, WOTF, WRBW, WRDQ, WTMO, WVEN

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Weekly Distribution

EM	DP	Day(s)	Time	Len	Program	Jan	Feb	Feb	Feb	Feb	Mar	Spots	W 35-54	RTG
						30	06	13	20	27	06		DMA (R)	
WESH		MTWTF--	05:00 am - 06:00 am	30	WESH2 NEWS - 5	2	2	0	(H)	2	2	8	6.4	0.8
WFTV		MT-----	05:30 am - 06:00 am	30	EWN THIS MORNI	0	0	2	(H)	0	0	2	4.2	2.1
WFTV		MTWTF--	06:00 am - 07:00 am	30	EWN THIS MORNI	3	3	0	(H)	3	3	12	39.6	3.3
WFTV		MTWTF--	05:30 am - 06:00 am	30	EWN THIS MORNI	2	4	0	(H)	4	4	14	29.4	2.1
WKMG		MTWTF--	05:00 am - 05:30 am	30	NEWS 6 AT 5AM	2	3	0	(H)	3	3	11	8.8	0.8
WKMG		MT-----	05:00 am - 05:30 am	30	NEWS 6 AT 5AM	0	0	1	(H)	0	0	1	0.8	0.8
WKMG		MTWTF--	06:00 am - 07:00 am	30	NEWS 6 AT 6AM	1	1	0	(H)	1	1	4	3.2	0.8
WOFL		MTWTF--	06:00 am - 07:00 am	30	GOOD DAY ORL@€	2	2	0	(H)	2	2	8	6.4	0.8
WOFL		MTWTF--	05:00 am - 06:00 am	30	GOOD DAY @ 5A	1	1	0	(H)	1	1	4	2.8	0.7
EM Spot Total						13	16	3	(H)	16	16	64	101.6	101.6
DT														
WESH		MTWTF--	09:00 am - 10:00 am	30	LIVE WITH KELL	2	2	0	(H)	2	2	8	16.0	2.0
WFTV		MTWTF--	02:00 pm - 03:00 pm	30	GENERAL HOSPIT	2	2	0	(H)	2	2	8	37.6	4.7
WKMG		MTWTF--	12:30 pm - 02:00 pm	30	CBS SOAPS: Y&a	2	2	0	(H)	2	2	8	20.0	2.5
WOFL		MTWTF--	10:00 am - 11:00 am	30	WENDY WILLIAMS	3	3	0	(H)	3	3	12	19.2	1.6
DT Spot Total						9	9	0	(H)	9	9	36	92.8	92.8
EF														
WESH		MTWTF--	03:00 pm - 04:00 pm	30	ELLEN DEGENERE	2	4	0	(H)	4	4	14	21.0	1.5
WESH		MT-----	03:00 pm - 04:00 pm	30	ELLEN DEGENERE	0	0	2	(H)	0	0	2	3.0	1.5
WRBW		MTWTF--	04:00 pm - 05:00 pm	30	WENDY	3	3	0	(H)	3	3	12	4.8	0.4
WRBW		MTWTF--	05:00 pm - 06:00 pm	30	HARRY!	3	3	0	(H)	3	3	12	6.0	0.5
EF Spot Total						8	10	2	(H)	10	10	40	34.8	34.8
EN														
WESH		MTWTF--	06:00 pm - 06:30 pm	30	WESH2 NEWS - 6	2	2	0	(H)	2	2	8	12.0	1.5
WESH		-----SS	06:00 pm - 06:30 pm	30	WESH2 NEWS - 6	1	1	0	(H)	1	1	4	6.0	1.5
WFTV		MTWTF--	06:00 pm - 06:30 pm	30	EWN 6PM	2	4	0	(H)	4	4	14	29.4	2.1
WFTV		MT-----	06:00 pm - 06:30 pm	30	EWN 6PM	0	0	2	(H)	0	0	2	4.2	2.1
WKMG		MTWTF--	06:00 pm - 06:30 pm	30	NEWS 6 AT 6PM	2	4	0	(H)	4	4	14	25.2	1.8
WKMG		MTWTF--	06:30 pm - 07:00 pm	30	CBS EVENING NE	2	2	0	(H)	2	2	8	16.0	2.0

TV Spot Calendar By Daypart

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Market: ORLANDO-DAYTONA BCH-MELBR
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share May 16 -> HUT/PUT Feb 16

Buyer: Sara Anders
 Estimate: FFTV/1Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 6767, NCC-1155, WESH, WFTV, WKMG, WOFL, WOTF, WRBW, WRDQ, WTMO, WVEN

Chernoff Newman, L.L.C
 1411 Gervais St., 5th Floor
 Columbia, SC 29201
 803.254.8158

Date: 12/8/2016 3:47:01 PM

Weekly Distribution

DP	Day(s)	Time	Len	Program	Jan	Feb	Feb	Feb	Feb	Mar	Spots	W 35-54 DMA (R)	
					30	06	13	20	27	06		GRP	RTG
WKMG	MT-----	06:00 pm - 06:30 pm	30	NEWS 6 AT 6PM	0	0	2	(H)	0	0	2	3.6	1.8
EN Spot Total					9	13	4	(H)	13	13	52	96.4	96.4
PA													
WESH	MTWTF--	07:00 pm - 08:00 pm	30	ENT TONIGHT/AC	2	2	0	(H)	2	1	7	14.0	2.0
WFTV	MTWTF--	07:00 pm - 07:30 pm	30	JEOPARDY	1	1	0	(H)	1	1	4	10.4	2.6
WFTV	MTWTF--	07:30 pm - 08:00 pm	30	WHEEL OF FORTU	1	1	0	(H)	1	1	4	10.0	2.5
WOFL	MTWTF--	07:00 pm - 07:30 pm	30	MODERN FAMILY	2	3	0	(H)	3	3	11	7.7	0.7
WOFL	MT-----	07:00 pm - 07:30 pm	30	MODERN FAMILY	0	0	1	(H)	0	0	1	0.7	0.7
WRDQ	MTWTF--	07:30 pm - 08:00 pm	30	FAMILY FEUD	2	2	0	(H)	2	2	8	10.4	1.3
PA Spot Total					8	9	1	(H)	9	8	35	53.2	53.2
PT													
WESH	-T-----	09:00 pm - 10:00 pm	30	THIS IS US	1	0	0	(H)	0	0	1	5.5	5.5
WESH	-T-----	10:00 pm - 11:00 pm	30	CHICAGO FIRE	0	1	0	(H)	0	0	1	6.0	6.0
WESH	--W----	09:00 pm - 10:00 pm	30	LAW & ORDE	1	0	0	(H)	0	1	2	11.4	5.7
WESH	---T---	09:00 pm - 10:00 pm	30	CHICAGO MED	0	0	0	(H)	0	1	1	5.5	5.5
WFTV	---T---	08:00 pm - 09:00 pm	30	GREY'S ANATOMY	0	1	0	(H)	0	0	1	8.4	8.4
WFTV	-----S	10:00 pm - 11:00 pm	30	QUANTICO	1	1	0	(H)	0	0	2	9.8	4.9
WKMG	--W----	08:00 pm - 09:00 pm	30	SURVIVOR	0	0	0	(H)	1	1	2	20.0	10.0
WKMG	-----S	09:00 pm - 10:00 pm	30	MADAM SECRETAF	1	0	0	(H)	1	1	3	21.0	7.0
WRBW	---T---	08:00 pm - 09:00 pm	30	X FILES	0	1	0	(H)	0	1	2	1.4	0.7
WRBW	--W----	09:00 pm - 10:00 pm	30	MARVEL AGENTS	1	0	0	(H)	1	0	2	1.6	0.8
PT Spot Total					5	4	0	(H)	3	5	17	90.6	90.6
LN													
WKMG	MTWTF--	11:00 pm - 11:35 pm	30	NEWS 6 AT 11P	2	3	0	(H)	3	3	11	19.8	1.8
WKMG	MT-----	11:00 pm - 11:35 pm	30	NEWS 6 AT 11P	0	0	1	(H)	0	0	1	1.8	1.8
WRDQ	MTWTF--	10:00 pm - 10:30 pm	30	EYEWITNESS NEW	2	2	0	(H)	2	2	8	7.2	0.9
LN Spot Total					4	5	1	(H)	5	5	20	28.8	28.8
LF													
WFTV	MTWTF--	11:35 pm - 12:35 am	30	JIMMY KIMMEL L	2	2	0	(H)	2	2	8	9.6	1.2

TV Spot Calendar By Daypart

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Market: ORLANDO-DAYTONA BCH-MELBR
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share May 16 -> HUT/PUT Feb 16

Buyer: Sara Anders
 Estimate: FFTV/1Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 6767, NCC-1155, WESH, WFTV, WKMG, WOFL, WOTF, WRBW, WRDQ, WTMO, WVEN

Chernoff Newman, L.L.C
 1411 Gervais St., 5th Floor
 Columbia, SC 29201
 803.254.8158

Date: 12/8/2016 3:47:01 PM

Weekly Distribution

DP	Day(s)	Time	Len	Program	Jan 30	Feb 06	Feb 13	Feb 20	Feb 27	Mar 06	W 35-54		
											Spots	DMA (R) GRP	RTG
WFTV	MTWTF--	12:35 am - 01:05 am	30	NIGHTLINE	3	3	0 (H)	3	3	12	14.4	1.2	
LF Spot Total					5	5	0 (H)	5	5	20	24.0	24.0	
SP													
WKMG	-----S	03:30 pm - 06:00 pm	30	NCAA BKBL: BIG	0	0	0 (H)	0	1	1	1.5	1.5	
WKMG	-----S	06:00 pm - 07:00 pm	30	NCAA BB SELECT	0	0	0 (H)	0	1	1	3.0	3.0	
SP Spot Total					0	0	0 (H)	0	2	2	4.5	4.5	
CA													
6767/All Zones	HGT/M-W-F--	06:00 pm - 12:00 am	30	HGTV	7	7	0 (H)	7	7	28	25.2	0.9	
6767/All Zones	HGT/-----SS	09:00 am - 06:00 pm	30	HGTV	6	6	0 (H)	6	6	24	28.8	1.2	
6767/All Zones	OXY/-----SS	09:00 am - 06:00 pm	30	OXYGEN	8	8	0 (H)	8	8	32	6.4	0.2	
6767/All Zones	LIF/-----SS	09:00 am - 06:00 pm	30	LIFETIME	8	8	0 (H)	8	8	32	9.6	0.3	
NCC-1155/All Zones	CC/-----SS	09:00 am - 06:00 pm	30	COOKING CHANNE	6	6	0 (H)	6	6	24	2.4	0.1	
NCC-1155/All Zones	CC/MTWTFSS	06:00 pm - 12:00 am	30	COOKING CHANNE	6	6	0 (H)	6	6	24	2.4	0.1	
CA Spot Total					41	41	0 (H)	41	41	164	74.8	74.8	
BO													
6767/All Zones	HGT/MTWTFSS	06:00 pm - 12:00 am	30	ALL NETS	29	29	0 (H)	29	29	116	0.0	0.0	
NCC-1155/All Zones	CC/MTWTFSS	06:00 pm - 12:00 am	30	ALL NETS	12	12	0 (H)	12	12	48	0.0	0.0	
WESH	MTWTFSS	06:00 am - 12:00 am	30	MATCHING	12	14	2 (H)	13	14	55	0.0	0.0	
WFTV	MTWTFSS	05:30 am - 01:00 am	30	MATCHING	17	22	4 (H)	20	20	83	0.0	0.0	
WKMG	MTWTFSS	06:00 am - 12:00 am	30	MATCHING	12	15	4 (H)	17	19	67	0.0	0.0	
WOFL	MTWTFSS	06:00 am - 12:00 am	30	MODERN FAMILY	9	9	0 (H)	9	9	36	0.0	0.0	
WOTF	MTWTFSS	03:00 pm - 04:00 pm	30	MATCHING	3	5	2 (H)	5	5	20	0.0	0.0	
WRBW	MTWTFSS	06:00 am - 12:00 am	30	MATCHING	7	7	0 (H)	7	7	28	0.0	0.0	
WRDQ	MTWTFSS	06:00 am - 12:00 am	30	MATCHING	4	4	0 (H)	4	4	16	0.0	0.0	
WTMO	MTWTFSS	06:00 am - 12:00 am	30	MATCHING	13	17	4 (H)	18	16	68	0.0	0.0	
WVEN	MTWTFSS	06:00 am - 12:00 am	30	MATCHING	6	8	2 (H)	8	8	32	0.0	0.0	
BO Spot Total					124	142	18 (H)	142	143	569	0.0	0.0	
ES													
WOTF	MT-----	03:00 pm - 04:00 pm	30	CASOS DE FAMIL	0	0	2 (H)	0	0	2	1.0	0.5	

TV Spot Calendar By Daypart

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Market: ORLANDO-DAYTONA BCH-MELBR
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share May 16 -> HUT/PUT Feb 16

Buyer: Sara Anders
 Estimate: FFTV/1Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 6767, NCC-1155, WESH, WFTV, WKMG, WOFL, WOTF, WRBW, WRDQ, WTMO, WVEN

Chernoff Newman, L.L.C
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Date: 12/8/2016 3:47:01 PM

Weekly Distribution

DP	Day(s)	Time	Len	Program	Jan	Feb	Feb	Feb	Feb	Mar	W 35-54		RTG
					30	06	13	20	27	06	Spots	DMA (R) GRP	
WOTF	MTWTF--	03:00 pm - 04:00 pm	30	CASOS DE FAMIL	3	5	0	(H)	5	5	18	9.0	0.5
WTMO	MT-----	05:00 pm - 06:00 pm	30	SUELTA LA SOPA	0	0	2	(H)	0	0	2	2.0	1.0
WTMO	MT-----	04:00 pm - 05:00 pm	30	AL ROJO VIVO	0	0	2	(H)	0	0	2	2.0	1.0
WTMO	MTWTF--	07:00 pm - 08:00 pm	30	CASO CERRADO H	2	2	0	(H)	2	2	8	8.8	1.1
WTMO	-----S-	08:00 pm - 11:00 pm	30	BILLBOARD AWAR	0	0	0	(H)	1	0	1	1.0	1.0
WTMO	-----S	08:00 pm - 10:00 pm	30	CINE	1	1	0	(H)	1	0	3	2.4	0.8
WTMO	-----S-	07:00 pm - 09:00 pm	30	CINE	1	1	0	(H)	1	1	4	2.8	0.7
WTMO	MTWTF--	06:30 pm - 07:00 pm	30	NOTICIERO TELE	2	2	0	(H)	2	2	8	4.8	0.6
WTMO	-----S	10:00 pm - 11:00 pm	30	DON FRANCISCO	1	1	0	(H)	1	1	4	6.0	1.5
WTMO	MTWTF--	04:00 pm - 05:00 pm	30	AL ROJO VIVO	2	4	0	(H)	4	4	14	14.0	1.0
WTMO	MTWTF--	05:00 pm - 06:00 pm	30	SUELTA LA SOPA	2	4	0	(H)	4	4	14	14.0	1.0
WTMO	-----S-	03:00 pm - 05:00 pm	30	CINE DE LA TAR	1	1	0	(H)	1	1	4	1.6	0.4
WTMO	-----S	05:00 pm - 05:30 pm	30	NOTICIERO TELE	1	1	0	(H)	1	1	4	4.0	1.0
WVEN	MTWTF--	12:00 pm - 02:00 pm	30	DESTILO AMOR	2	2	0	(H)	2	2	8	0.0	0.0
WVEN	MTWTF--	02:00 pm - 03:00 pm	30	NOVELA	2	3	0	(H)	3	3	11	4.4	0.4
WVEN	MTWTF--	03:00 pm - 04:00 pm	30	NOVELA	2	3	0	(H)	3	3	11	4.4	0.4
WVEN	MT-----	02:00 pm - 03:00 pm	30	NOVELA	0	0	1	(H)	0	0	1	0.4	0.4
WVEN	MT-----	03:00 pm - 04:00 pm	30	NOVELA	0	0	1	(H)	0	0	1	0.4	0.4
ES Spot Total					22	30	8	(H)	31	29	120	83.0	83.0
Weekly Schedule					248	284	37	(H)	284	286	1139	684.5	
Reach % Total													98.4%
Frequency Total													7
Spot Length Breakout													
# Spots					248	284	37	(H)	284	286	1139	684.5	
30													

TV Market Summary

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Market: PANAMA CITY
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share May 16 -> HUT/PUT February 16

Buyer: Sam Bond
 Estimate: FFTV/1Q17/FLTV

Chernoff Newman, L.L.C
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Date: 12/2/2016 3:34:24 PM

Station Summary

Station	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP
0310	432	\$2,616.00	11%	11%	13%	74.8 \$34.97
8665	192	\$1,200.00	5%	5%	0%	0.0 \$0.00
WECP	52	\$2,200.00	10%	9%	8%	43.6 \$50.46
WJHG 7 NBC-T	150	\$7,680.00	33%	32%	31%	172.2 \$44.60
WMBB 13 ABC-T	244	\$8,630.00	38%	36%	45%	251.0 \$34.38
WPGX 28 FOX-T	16	\$680.00	3%	3%	4%	20.0 \$34.00
Market	1,086	\$23,006.00	100%	96%	100%	561.6 \$40.97
Goal		\$24,007.20				560.0 \$42.87

Daypart Summary

DP	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP
EM	36	\$1,900.00	8%	8%	17%	96.8 \$19.63
DT	56	\$1,360.00	6%	6%	12%	68.0 \$20.00
EF	52	\$1,780.00	8%	7%	10%	55.2 \$32.25
EN	24	\$4,240.00	18%	18%	17%	96.0 \$44.17
PA	20	\$1,640.00	7%	7%	9%	50.0 \$32.80
PT	17	\$5,890.00	26%	25%	13%	73.8 \$79.81
LN	14	\$1,400.00	6%	6%	4%	21.0 \$66.67
LF	12	\$980.00	4%	4%	5%	26.0 \$37.69
CA	312	\$3,816.00	17%	16%	13%	74.8 \$51.02
BO	543	\$0.00	0%	0%	0%	0.0 \$0.00
Market	1,086	\$23,006.00	100%	96%	100%	561.6 \$40.97

TV Market Summary

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Market: PANAMA CITY
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share May 16 -> HUT/PUT February 16

Buyer: Sam Bond
 Estimate: FFTV/1Q17/FLTV

Chernoff Newman, L.L.C
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Date: 12/2/2016 3:34:24 PM

Daypart Summary continued...

DP	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP
Goal		\$24,007.20				560.0 \$42.87

Length Summary

Len	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP
30	1,086	\$23,006.00	100%	561.6 \$40.97
Market	1,086	\$23,006.00	100%	561.6 \$40.97

Monthly Summary

Month	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP
Feb	540	\$10,068.00	44%	264.9 \$38.01
Mar	546	\$12,938.00	56%	296.7 \$43.61
Market	1,086	\$23,006.00	100%	561.6 \$40.97

Weekly Summary

Week	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP
1-Jan 30, 2017	224	\$4,174.00	18%	117.0 \$35.68
2-Feb 06, 2017	270	\$5,079.00	22%	134.5 \$37.76
3-Feb 13, 2017	46	\$815.00	4%	13.4 \$60.82
4-Feb 20, 2017	(H)	(H)	(H)	(H)
5-Feb 27, 2017	274	\$7,039.00	31%	153.0 \$46.01

TV Market Summary

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Market: PANAMA CITY
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share May 16 -> HUT/PUT February 16

Buyer: Sam Bond
 Estimate: FFTV/1Q17/FLTV

Chernoff Newman, L.L.C
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Date: 12/2/2016 3:34:24 PM

Weekly Summary continued...

Week	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP
6-Mar 06, 2017	272	\$5,899.00	26%	143.7 \$41.05
Market	1,086	\$23,006.00	100%	561.6 \$40.97

Campaign Remarks

Comments

Worksheet Remarks

Comments

TV Spot Calendar By Daypart

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Market: PANAMA CITY
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share May 16 -> HUT/PUT Feb 16

Buyer: Sam Bond
 Estimate: FFTV/1Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 0310, 8665, WECP, WJHG, WMBB, WPGX

Chernoff Newman, L.L.C
 1411 Gervais St., 5th Floor
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 803.254.8158

Date: 12/2/2016 3:32:15 PM

Weekly Distribution												W 35-54	
DP	Day(s)	Time	Len	Program	Jan 30	Feb 06	Feb 13	Feb 20	Feb 27	Mar 06	Spots	DMA (R) RTG	CPP
EM													
	WJHG	MTWTF--	07:00 am - 09:00 am	30	TODAY SHOW	3	3	0 (H)	3	3	12	2.8	23.21
	WMBB	MTWTF--	07:00 am - 09:00 am	30	GOOD MORNING A	2	2	0 (H)	2	2	8	3.2	15.63
	WMBB	MTWTF--	05:00 am - 06:00 am	30	WMBB 5A NEWS	2	2	0 (H)	2	2	8	1.9	15.79
	WMBB	MTWTF--	06:00 am - 07:00 am	30	WMBB 6A NEWS	2	2	0 (H)	2	2	8	2.8	21.43
EM	Weekly GRP Total				24.2	24.2	0.0 (H)	24.2	24.2				
EM	Spot Total				9	9	0 (H)	9	9	36	96.8	19.63	
DT													
	WECP	MTWTF--	11:00 am - 12:00 pm	30	YOUNG & RE	2	2	0 (H)	2	2	8	1.2	33.33
	WJHG	MT-----	09:00 am - 11:00 am	30	TODAY SHOW II	0	0	1 (H)	0	0	1	1.9	13.16
	WJHG	MTWTF--	09:00 am - 11:00 am	30	TODAY SHOW II	3	4	0 (H)	4	4	15	1.9	13.16
	WJHG	MTWTF--	11:00 am - 12:00 pm	30	NEWSCHANNEL7-	2	2	0 (H)	2	2	8	0.5	40.00
	WMBB	MTWTF--	09:00 am - 10:00 am	30	LIVE WITH KELL	3	3	0 (H)	3	3	12	1.2	20.83
	WMBB	MTWTF--	11:00 am - 12:00 pm	30	WMBB MIDDAY NE	3	3	0 (H)	3	3	12	0.8	18.75
DT	Weekly GRP Total				15.1	17.0	1.9 (H)	17.0	17.0				
DT	Spot Total				13	14	1 (H)	14	14	56	68.0	20.00	
EF													
	WECP	MT-----	04:00 pm - 05:00 pm	30	ELLEN	0	0	1 (H)	0	0	1	1.3	34.62
	WECP	MTWTF--	04:00 pm - 05:00 pm	30	ELLEN	3	4	0 (H)	4	4	15	1.3	34.62
	WJHG	MTWTF--	04:00 pm - 04:30 pm	30	FAMILY FEUD	3	3	0 (H)	3	3	12	1.0	35.00
	WMBB	MTWTF--	03:00 pm - 04:00 pm	30	DR OZ 3P	3	4	0 (H)	4	4	15	1.0	25.00
	WMBB	MT-----	03:00 pm - 04:00 pm	30	DR OZ 3P	0	0	1 (H)	0	0	1	1.0	25.00
	WMBB	MTWTF--	04:00 pm - 05:00 pm	30	DR. PHIL 4P	2	2	0 (H)	2	2	8	0.8	37.50
EF	Weekly GRP Total				11.5	13.8	2.3 (H)	13.8	13.8				
EF	Spot Total				11	13	2 (H)	13	13	52	55.2	32.25	
EN													
	WJHG	MTWTF--	06:00 pm - 06:30 pm	30	NEWSCHANNEL7-	2	2	0 (H)	2	2	8	4.5	66.67
	WMBB	MTWTF--	06:00 pm - 06:30 pm	30	WMBB 6P NEWS	2	2	0 (H)	2	2	8	4.2	30.95
	WMBB	MTWTF--	05:00 pm - 05:30 pm	30	WMBB 5P NEWS	2	2	0 (H)	2	2	8	3.3	30.30
EN	Weekly GRP Total				24.0	24.0	0.0 (H)	24.0	24.0				

TV Spot Calendar By Daypart

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Market: PANAMA CITY
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share May 16 -> HUT/PUT Feb 16

Buyer: Sam Bond
 Estimate: FFTV/1Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 0310, 8665, WECP, WJHG, WMBB, WPGX

Chernoff Newman, L.L.C
 1411 Gervais St., 5th Floor
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 803.254.8158

Date: 12/2/2016 3:32:16 PM

					Weekly Distribution						W 35-54		
DP	Day(s)	Time	Len	Program	Jan 30	Feb 06	Feb 13	Feb 20	Feb 27	Mar 06	Spots	DMA (R) RTG	CPP
EN Spot Total					6	6	0 (H)		6	6	24	96.0	44.17
PA													
WMBB	MTWTF--	06:30 pm - 07:00 pm	30	ENTERTAINMENT	3	3	0 (H)		3	3	12	2.5	32.00
WPGX	MTWTF--	06:30 pm - 07:00 pm	30	BIG BANG THEOR	2	2	0 (H)		2	2	8	2.5	34.00
PA Weekly GRP Total					12.5	12.5	0.0 (H)		12.5	12.5			
PA Spot Total					5	5	0 (H)		5	5	20	50.0	32.80
PT													
WECP	---T---	07:00 pm - 07:30 pm	30	BIG BANG THEOR	0	0	0 (H)		1	1	2	6.6	87.88
WJHG	M-----	07:00 pm - 09:00 pm	30	THE VOICE PREM	0	0	0 (H)		1	0	1	6.0	93.33
WJHG	--W----	08:00 pm - 09:00 pm	30	LAW&ORDER	0	0	1 (H)		0	1	2	2.6	80.77
WJHG	-T-----	07:00 pm - 09:00 pm	30	THE VOICE	0	0	0 (H)		1	1	2	5.6	85.71
WJHG	-T-----	08:00 pm - 09:00 pm	30	THIS IS US	0	1	0 (H)		1	0	2	3.9	76.92
WMBB	-----S	07:30 pm - 10:30 pm	30	THE OSCARS 730	0	0	0 (H)		1	0	1	5.7	121.05
WMBB	---T---	09:00 pm - 10:00 pm	30	HOW TO GET AWA	0	0	0 (H)		1	1	2	3.3	60.61
WMBB	---T---	07:00 pm - 08:00 pm	30	GREY'S ANATOMY	1	1	0 (H)		0	0	2	3.5	71.43
WMBB	M-----	07:00 pm - 09:00 pm	30	BACHELOR 7P	0	1	1 (H)		0	1	3	3.7	54.05
PT Weekly GRP Total					3.5	11.1	6.3 (H)		31.1	21.8			
PT Spot Total					1	3	2 (H)		6	5	17	73.8	79.81
LN													
WMBB	MTWTF--	10:00 pm - 10:35 pm	30	WMBB 10P NEWS	3	4	0 (H)		3	3	13	1.5	66.67
WMBB	MT-----	10:00 pm - 10:35 pm	30	WMBB 10P NEWS	0	0	1 (H)		0	0	1	1.5	66.67
LN Weekly GRP Total					4.5	6.0	1.5 (H)		4.5	4.5			
LN Spot Total					3	4	1 (H)		3	3	14	21.0	66.67
LF													
WJHG	MTWTF--	10:35 pm - 11:35 pm	30	TONITE SHW-NBC	2	2	0 (H)		2	2	8	2.1	40.48
WJHG	-----S-	10:30 pm - 12:00 am	30	SNL	1	1	0 (H)		1	1	4	2.3	32.61
LF Weekly GRP Total					6.5	6.5	0.0 (H)		6.5	6.5			
LF Spot Total					3	3	0 (H)		3	3	12	26.0	37.69

TV Spot Calendar By Daypart

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Market: PANAMA CITY
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share May 16 -> HUT/PUT Feb 16

Buyer: Sam Bond
 Estimate: FFTV/1Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 0310, 8665, WECP, WJHG, WMBB, WPGX

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Date: 12/2/2016 3:32:16 PM

					Weekly Distribution						W 35-54		
DP	Day(s)	Time	Len	Program	Jan 30	Feb 06	Feb 13	Feb 20	Feb 27	Mar 06	Spots	DMA (R) RTG	CPP
CA													
0310/All Zones	HGTV/MT-----	04:00 pm - 07:00 pm	30		0	0	2 (H)	0	0	0	2	0.3	16.67
0310/All Zones	LIF/MTWTFSS	07:00 pm - 12:00 am	30		10	14	0 (H)	14	14	14	52	0.4	32.50
0310/All Zones	LIF/MT-----	07:00 pm - 12:00 am	30		0	0	4 (H)	0	0	0	4	0.0	0.00
0310/All Zones	HGTV/MT-----	07:00 pm - 12:00 am	30		0	0	3 (H)	0	0	0	3	0.0	0.00
0310/All Zones	FOOD/MT-----	07:00 pm - 12:00 am	30		0	0	2 (H)	0	0	0	2	0.3	53.33
0310/All Zones	HGTV/MTWTFSS	07:00 pm - 12:00 am	30		9	12	0 (H)	12	12	12	45	0.4	45.00
0310/All Zones	FOOD/-----SS	09:00 am - 04:00 pm	30		4	4	0 (H)	4	4	4	16	0.5	20.00
0310/All Zones	FOOD/MTWTFSS	07:00 pm - 12:00 am	30		8	10	0 (H)	10	10	10	38	0.3	53.33
0310/All Zones	HGTV/MTWTF--	04:00 pm - 07:00 pm	30		3	5	0 (H)	5	5	5	18	0.3	16.67
0310/All Zones	ESPN/MT-----	04:00 pm - 07:00 pm	30		0	0	2 (H)	0	0	0	2	0.1	30.00
0310/All Zones	ESPN/MTWTF--	04:00 pm - 07:00 pm	30		3	5	0 (H)	5	5	5	18	0.1	30.00
0310/All Zones	HGTV/-----SS	09:00 am - 04:00 pm	30		4	4	0 (H)	4	4	4	16	0.5	8.00
8665/All Zones	FOOD/MT-----	07:00 pm - 12:00 am	30		0	0	2 (H)	0	0	0	2	0.0	0.00
8665/All Zones	HGTV/MT-----	07:00 pm - 12:00 am	30		0	0	2 (H)	0	0	0	2	0.0	0.00
8665/All Zones	HGTV/MTWTFSS	07:00 pm - 12:00 am	30		8	10	0 (H)	10	10	10	38	0.0	0.00
8665/All Zones	HGTV/-----SS	09:00 am - 04:00 pm	30		4	4	0 (H)	4	4	4	16	0.0	0.00
8665/All Zones	FOOD/MTWTFSS	07:00 pm - 12:00 am	30		8	10	0 (H)	10	10	10	38	0.0	0.00
CA Weekly GRP Total					15.2	19.4	1.4 (H)	19.4	19.4	19.4			
CA Spot Total					61	78	17 (H)	78	78	78	312	74.8	51.02
BO													
0310/All Zones	HGTV/MTWTFSS	05:00 am - 12:00 am	30	SPOT MATCH	41	54	13 (H)	54	54	54	216	0.0	0.00
8665/All Zones	HGTV/MTWTFSS	05:00 am - 12:00 am	30	SPOT MATCH	20	24	4 (H)	24	24	24	96	0.0	0.00
WECP	MTWTFSS	05:00 am - 12:00 am	30	SPOT MATCH	5	6	1 (H)	7	7	7	26	0.0	0.00
WJHG	MTWTFSS	05:00 am - 12:00 am	30	SPOT MATCH	16	18	2 (H)	20	19	19	75	0.0	0.00
WMBB	MTWTFSS	05:00 am - 12:00 am	30	SPOT MATCH	28	31	3 (H)	30	30	30	122	0.0	0.00
WPGX	MTWTFSS	05:00 am - 12:00 am	30	SPOT MATCH	2	2	0 (H)	2	2	2	8	0.0	0.00
BO Weekly GRP Total					0.0	0.0	0.0 (H)	0.0	0.0	0.0			
BO Spot Total					112	135	23 (H)	137	136	136	543	0.0	0.00
Weekly Schedule					224	270	46 (H)	274	272	272	1086		40.97
Reach % Total												90.4%	

TV Spot Calendar By Daypart

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Market: PANAMA CITY
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share May 16 -> HUT/PUT Feb 16

Buyer: Sam Bond
 Estimate: FFTV/1Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 0310, 8665, WECP, WJHG, WMBB, WPGX

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DP	Day(s)	Time	Len	Program	Weekly Distribution					Spots	W 35-54	CPP
					Jan 30	Feb 06	Feb 13	Feb 20	Feb 27		Mar 06	
Frequency Total											6.2	
Weekly GRP Total					117.0	134.5	13.4	(H)	153.0	143.7		
Spot Length Breakout												
# Spots					224	270	46	(H)	274	272	1086	40.97

TV Market Summary

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Market: TALLAHASSEE-THOMASVILLE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share May 16 -> HUT/PUT February 16

Buyer: Cindy Wade
 Estimate: FFTV/1Q17/FLTV

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Station Summary

Station	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP
0325	274	\$3,154.00	12%	10%	11%	62.4 \$50.54
ETWC FOX-T	60	\$2,660.00	10%	9%	11%	59.0 \$45.08
WCTV 6 CBS-T	72	\$9,815.00	38%	32%	45%	253.9 \$38.66
WTLF CW	4	\$450.00	2%	1%	1%	6.0 \$75.00
WTWC 40 NBC-T	106	\$5,560.00	22%	18%	17%	96.7 \$57.50
WTXL 27 ABC-T	92	\$4,030.00	16%	13%	15%	82.3 \$48.97
Market	608	\$25,669.00	100%	83%	100%	560.3 \$45.81
Goal		\$30,956.80				560.0 \$55.28

Daypart Summary

DP	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP
EM	31	\$3,065.00	12%	10%	17%	95.8 \$31.99
DT	25	\$2,450.00	10%	8%	14%	76.0 \$32.24
EF	24	\$1,860.00	7%	6%	9%	51.6 \$36.05
EN	21	\$4,605.00	18%	15%	18%	102.6 \$44.88
PA	13	\$1,990.00	8%	6%	9%	50.1 \$39.72
PT	18	\$6,600.00	26%	21%	15%	81.3 \$81.18
LN	14	\$1,110.00	4%	4%	4%	22.2 \$50.00
LF	21	\$835.00	3%	3%	3%	18.3 \$45.63
CA	137	\$3,154.00	12%	10%	11%	62.4 \$50.54
BO	304	\$0.00	0%	0%	0%	0.0 \$0.00
Market	608	\$25,669.00	100%	83%	100%	560.3 \$45.81

TV Market Summary

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Market: TALLAHASSEE-THOMASVILLE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share May 16 -> HUT/PUT February 16

Buyer: Cindy Wade
 Estimate: FFTV/1Q17/FLTV

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Daypart Summary continued...

DP	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP
Goal		\$30,956.80				560.0 \$55.28

Length Summary

Len	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP
30	608	\$25,669.00	100%	560.3 \$45.81
Market	608	\$25,669.00	100%	560.3 \$45.81

Monthly Summary

Month	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP
Feb	304	\$12,547.00	49%	286.9 \$43.73
Mar	304	\$13,122.00	51%	273.4 \$48.00
Market	608	\$25,669.00	100%	560.3 \$45.81

Weekly Summary

Week	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP
1-Jan 30, 2017	132	\$5,138.00	20%	128.2 \$40.08
2-Feb 06, 2017	152	\$6,486.00	25%	145.2 \$44.67
3-Feb 13, 2017	20	\$923.00	4%	13.5 \$68.37
4-Feb 20, 2017	(H)	(H)	(H)	(H)
5-Feb 27, 2017	154	\$7,011.00	27%	141.8 \$49.44

TV Market Summary

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Market: TALLAHASSEE-THOMASVILLE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share May 16 -> HUT/PUT February 16

Buyer: Cindy Wade
 Estimate: FFTV/1Q17/FLTV

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Weekly Summary continued...

Week	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP
6-Mar 06, 2017	150	\$6,111.00	24%	131.6 \$46.44
Market	608	\$25,669.00	100%	560.3 \$45.81

Campaign Remarks

Comments

Worksheet Remarks

Comments

TV Spot Calendar By Daypart

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Market: TALLAHASSEE-THOMASVILLE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share May 16 -> HUT/PUT Feb 16

Buyer: Cindy Wade
 Estimate: FFTV/1Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 0325, ETWC, WCTV, WTLF, WTWC, WTXL

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Weekly Distribution												W 35-54	
DP	Day(s)	Time	Len	Program	Jan 30	Feb 06	Feb 13	Feb 20	Feb 27	Mar 06	Spots	DMA (R) RTG	CPP
EM													
	ETWC	MTWTF--	07:00 am - 08:00 am	30	FOX 49 Morning	1	1	0 (H)	1	1	4	0.7	21.43
	WCTV	MTWTF--	06:00 am - 07:00 am	30	GOOD MORNING S	1	1	0 (H)	1	1	4	9.9	22.73
	WCTV	-----S	09:00 am - 10:30 am	30	CBS SUNDAY MOR	1	1	0 (H)	1	0	3	4.6	32.61
	WCTV	MTWTF--	07:00 am - 08:00 am	30	CBS THIS MORNI	0	1	0 (H)	1	1	3	5.5	40.91
	WTWC	MTWTF--	07:00 am - 09:00 am	30	NBC The Today	1	1	0 (H)	1	1	4	1.4	50.00
	WTWC	MTWTF--	06:30 am - 07:00 am	30	NBC Early Toda	1	1	0 (H)	1	1	4	0.9	50.00
	WTWC	MTWTF--	09:00 am - 10:00 am	30	The Today Show	1	1	0 (H)	1	1	4	1.1	50.00
	WTXL	MTWTF--	06:30 am - 07:00 am	30	ABC 27 NEWS @	1	1	0 (H)	1	2	5	1.9	31.58
	EM Weekly GRP Total				20.5	26.0	0.0 (H)	26.0	23.3				
	EM Spot Total				7	8	0 (H)	8	8	31	95.8	31.99	
DT													
	WCTV	MTWTF--	11:00 am - 12:00 pm	30	PRICE IS RIGHT	1	1	0 (H)	1	1	4	5.0	27.00
	WCTV	MTWTF--	12:00 pm - 12:30 pm	30	EYEWITNESS NEW	1	0	0 (H)	0	0	1	7.2	20.83
	WCTV	MTWTF--	12:30 pm - 02:00 pm	30	CBS SOAPS	1	2	0 (H)	1	2	6	4.8	31.25
	WTWC	MTWTF--	11:00 am - 12:00 pm	30	Rachel Ray	1	1	0 (H)	1	1	4	0.3	50.00
	WTWC	MTWTF--	01:00 pm - 02:00 pm	30	Days of Our Li	2	1	0 (H)	2	1	6	2.2	50.00
	WTXL	MTWTF--	09:00 am - 10:00 am	30	LIVE WITH KELL	1	1	0 (H)	1	1	4	1.4	25.00
	DT Weekly GRP Total				23.1	18.5	0.0 (H)	15.9	18.5				
	DT Spot Total				7	6	0 (H)	6	6	25	76.0	32.24	
EF													
	ETWC	MTWTF--	04:00 pm - 04:30 pm	30	Family Feud	3	3	0 (H)	3	3	12	1.8	27.78
	WTWC	MTWTF--	05:00 pm - 06:00 pm	30	Dr. Phil	2	2	0 (H)	2	2	8	2.9	39.66
	WTWC	MTWTF--	04:00 pm - 05:00 pm	30	Ellen	1	1	0 (H)	1	1	4	1.7	50.00
	EF Weekly GRP Total				12.9	12.9	0.0 (H)	12.9	12.9				
	EF Spot Total				6	6	0 (H)	6	6	24	51.6	36.05	
EN													
	WCTV	MTWTF--	06:00 pm - 06:30 pm	30	EYEWITNESS NEW	3	2	0 (H)	2	2	9	9.0	47.22
	WTXL	MTWTF--	06:00 pm - 06:30 pm	30	ABC 27 NEWS @	3	3	0 (H)	3	3	12	1.8	36.11
	EN Weekly GRP Total				32.4	23.4	0.0 (H)	23.4	23.4				

TV Spot Calendar By Daypart

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Market: TALLAHASSEE-THOMASVILLE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share May 16 -> HUT/PUT Feb 16

Buyer: Cindy Wade
 Estimate: FFTV/1Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 0325, ETWC, WCTV, WTLF, WTWC, WTXL

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Weekly Distribution											W 35-54		
DP	Day(s)	Time	Len	Program	Jan 30	Feb 06	Feb 13	Feb 20	Feb 27	Mar 06	Spots	DMA (R) RTG	CPP
EN	Spot Total				6	5	0 (H)		5	5	21	102.6	44.88
PA													
ETWC	MTWTF--	06:30 pm - 07:00 pm	30	Big Bang Theor	1	1	0 (H)		1	1	4	1.1	45.45
ETWC	MTWTF--	07:30 pm - 08:00 pm	30	Big Bang Theor	0	1	0 (H)		0	1	2	2.5	50.00
WCTV	MTWTF--	07:00 pm - 07:30 pm	30	WHEEL OF FORTU	0	1	0 (H)		0	1	2	7.9	41.14
WCTV	MTWTF--	07:30 pm - 08:00 pm	30	JEOPARDY	1	0	0 (H)		1	0	2	8.1	40.12
WTXL	MTWTF--	07:00 pm - 07:30 pm	30	INSIDE EDITION	1	1	0 (H)		1	0	3	2.9	27.59
PA Weekly GRP Total					12.1	14.4	0.0 (H)		12.1	11.5			
PA Spot Total					3	4	0 (H)		3	3	13	50.1	39.72
PT													
ETWC	--W----	09:00 pm - 10:00 pm	30	Star	0	0	0 (H)		1	0	1	8.1	61.73
ETWC	---T---	08:00 pm - 09:00 pm	30	Masterchef Jun	0	0	0 (H)		0	1	1	3.3	90.91
WCTV	----F--	10:00 pm - 11:00 pm	30	BLUE BLOODS	0	1	0 (H)		0	0	1	6.7	63.43
WCTV	-T-----	07:58 pm - 09:00 pm	30	NCIS	0	1	0 (H)		0	0	1	8.3	78.31
WTLF	-T-----	08:00 pm - 09:00 pm	30	Flash	0	0	0 (H)		1	0	1	2.9	77.59
WTLF	M-----	08:00 pm - 09:00 pm	30	Supergirl	0	0	0 (H)		0	1	1	3.1	72.58
WTWC	-----S-	08:00 pm - 10:00 pm	30	Dateline Myste	0	0	0 (H)		0	1	1	1.5	100.00
WTWC	M-----	10:00 pm - 11:00 pm	30	Timeless	0	1	0 (H)		0	0	1	3.1	45.16
WTWC	-T-----	08:00 pm - 10:00 pm	30	The Voice	0	0	1 (H)		0	0	1	4.8	100.00
WTWC	-T-----	09:00 pm - 10:00 pm	30	This Is Us	0	1	0 (H)		0	1	2	3.0	100.00
WTWC	---T---	10:00 pm - 11:00 pm	30	The Blacklist	0	0	0 (H)		1	0	1	3.7	100.00
WTWC	--W----	09:00 pm - 10:00 pm	30	Law & Order SV	0	0	0 (H)		1	0	1	4.0	115.00
WTXL	---T---	08:00 pm - 09:00 pm	30	GREYS ANATOMY	0	0	0 (H)		0	1	1	5.7	87.72
WTXL	M-----	08:00 pm - 10:00 pm	30	BACHELOR, THE	0	1	1 (H)		0	0	2	5.5	50.00
WTXL	-----S	08:00 pm - 11:30 pm	30	OSCARS	0	0	0 (H)		1	0	1	5.0	145.00
WTXL	----F--	09:00 pm - 10:01 pm	30	SHARK TANK	1	0	0 (H)		0	0	1	4.1	73.17
PT Weekly GRP Total					4.1	26.6	10.3 (H)		23.7	16.6			
PT Spot Total					1	5	2 (H)		5	5	18	81.3	81.18
LN													
ETWC	MTWTF--	10:00 pm - 10:30 pm	30	FOX49 News at	1	1	0 (H)		2	2	6	2.3	54.35

TV Spot Calendar By Daypart

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Market: TALLAHASSEE-THOMASVILLE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share May 16 -> HUT/PUT Feb 16

Buyer: Cindy Wade
 Estimate: FFTV/1Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 0325, ETWC, WCTV, WTLF, WTWC, WTXL

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Date: 12/2/2016 4:14:18 PM

Weekly Distribution

DP	Day(s)	Time	Len	Program	Jan 30	Feb 06	Feb 13	Feb 20	Feb 27	Mar 06	W 35-54		
											Spots	RTG	CPP
WTXL	MTWTF--	11:00 pm - 11:30 pm	30	ABC 27 NEWS @	2	1	0	(H)	2	1	6	0.9	50.00
WTXL	-----S-	11:00 pm - 11:30 pm	30	ABC 27 WEEKEND	1	0	0	(H)	1	0	2	1.5	30.00
LN	Weekly GRP Total				5.6	3.2	0.0	(H)	7.9	5.5			
LN	Spot Total				4	2	0	(H)	5	3	14	22.2	50.00
LF													
WTWC	-----S-	11:30 pm - 01:01 am	30	Saturday Night	1	1	0	(H)	1	1	4	2.3	50.00
WTWC	MTWTF--	11:35 pm - 12:35 am	30	The Tonight sh	2	2	0	(H)	2	2	8	0.8	37.50
WTXL	MTWTF--	12:38 am - 01:05 am	30	NIGHTLINE	2	3	0	(H)	2	2	9	0.3	50.00
LF	Weekly GRP Total				4.5	4.8	0.0	(H)	4.5	4.5			
LF	Spot Total				5	6	0	(H)	5	5	21	18.3	45.63
CA													
0325/All Zones	HGT/MTWTFSS	07:00 pm - 12:00 am	30	Prime	3	2	0	(H)	2	2	9	0.8	62.50
0325/All Zones	FOO/MTWTFSS	07:00 pm - 12:00 am	30	Prime	3	5	0	(H)	5	5	18	0.5	50.00
0325/All Zones	HGT/MTWTFSS	09:00 am - 12:00 am	30	Full Day ROS	5	7	0	(H)	7	7	26	0.4	62.50
0325/All Zones	FOO/-----SS	09:00 am - 06:00 pm	30	Weekend	4	4	0	(H)	4	4	16	0.5	36.00
0325/All Zones	FOO/MTWTFSS	09:00 am - 12:00 am	30	Full Day ROS	5	7	0	(H)	7	7	26	0.3	56.67
0325/All Zones	HAL/MTWTFSS	07:00 pm - 12:00 am	30	Prime	3	5	0	(H)	5	5	18	0.4	42.50
0325/All Zones	HGT/-----SS	09:00 am - 06:00 pm	30	Weekend	4	4	0	(H)	4	4	16	0.6	41.67
0325/All Zones	HGT/MT-----	09:00 am - 12:00 am	30	Full Day ROS	0	0	2	(H)	0	0	2	0.4	62.50
0325/All Zones	HAL/MT-----	07:00 pm - 12:00 am	30	Prime	0	0	2	(H)	0	0	2	0.4	42.50
0325/All Zones	FOO/MT-----	07:00 pm - 12:00 am	30	Prime	0	0	2	(H)	0	0	2	0.5	50.00
0325/All Zones	FOO/MT-----	09:00 am - 12:00 am	30	Full Day ROS	0	0	2	(H)	0	0	2	0.3	56.67
CA	Weekly GRP Total				13.0	15.4	3.2	(H)	15.4	15.4			
CA	Spot Total				27	34	8	(H)	34	34	137	62.4	50.54
BO													
0325/All Zones	HGT/MTWTFSS	05:00 am - 12:00 am	30	MATCHING	27	34	8	(H)	34	34	137	0.0	0.00
ETWC	MTWTFSS	05:00 am - 12:00 am	30	MATCHING	6	7	0	(H)	8	9	30	0.0	0.00
WCTV	MTWTFSS	05:00 am - 12:00 am	30	MATCHING	9	11	0	(H)	8	8	36	0.0	0.00
WTLF	MTWTFSS	05:00 am - 12:00 am	30	MATCHING	0	0	0	(H)	1	1	2	0.0	0.00
WTWC	MTWTFSS	05:00 am - 12:00 am	30	MATCHING	12	13	1	(H)	14	13	53	0.0	0.00

TV Spot Calendar By Daypart

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Market: TALLAHASSEE-THOMASVILLE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share May 16 -> HUT/PUT Feb 16

Buyer: Cindy Wade
 Estimate: FFTV/1Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 0325, ETWC, WCTV, WTLF, WTWC, WTXL

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Weekly Distribution

DP	Day(s)	Time	Len	Program	Jan	Feb	Feb	Feb	Feb	Mar	Spots	W 35-54	
												DMA (R)	RTG
WTXL	MTWTFSS	05:00 am - 12:00 am	30	MATCHING	12	11	1	(H)	12	10	46	0.0	0.00
BO	Weekly GRP Total				0.0	0.0	0.0	(H)	0.0	0.0			
BO	Spot Total				66	76	10	(H)	77	75	304	0.0	0.00
Weekly Schedule					132	152	20	(H)	154	150	608		45.81
Reach % Total												97%	
Frequency Total												5.8	
Weekly GRP Total					128.2	145.2	13.5	(H)	141.8	131.6			
Spot Length Breakout													
# Spots													
30					132	152	20	(H)	154	150	608		45.81

TV Market Summary

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Market: TAMPA-ST.PETE (SARASOTA)
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share May 16 -> HUT/PUT February 16

Buyer: Sam Bond
 Estimate: FFTV/1Q17/FLTV

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Station Summary

Station	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP
2107	216	\$1,600.00	1%	1%	0%	0.0 \$0.00
5335	240	\$18,800.00	9%	10%	8%	59.6 \$315.44
WFLA 8 NBC-T	140	\$44,210.00	20%	24%	17%	122.6 \$360.60
WFTS 28 ABC-T	128	\$37,200.00	17%	21%	15%	109.4 \$340.04
WFTT	44	\$1,800.00	1%	1%	1%	4.6 \$391.30
WMOR WBN	140	\$15,850.00	7%	9%	9%	63.0 \$251.59
WRMD	120	\$12,500.00	6%	7%	4%	26.4 \$473.48
WTOG 44 CW	46	\$2,650.00	1%	1%	1%	10.1 \$262.38
WTSP 10 CBS-T	164	\$37,020.00	17%	20%	17%	120.1 \$308.24
WTVT 13 FOX-T	168	\$32,000.00	15%	18%	20%	143.2 \$223.46
WVEA	192	\$13,320.00	6%	7%	7%	47.2 \$282.20
Market	1,598	\$216,950.00	100%	120%	100%	706.2 \$307.21
Goal		\$180,648.00				600.0 \$301.08

Daypart Summary

DP	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP
EM	92	\$24,480.00	11%	14%	17%	121.6 \$201.32
DT	64	\$13,380.00	6%	7%	13%	89.2 \$150.00
EF	66	\$13,250.00	6%	7%	8%	55.4 \$239.17
EN	72	\$30,360.00	14%	17%	16%	110.0 \$276.00
PA	18	\$16,200.00	7%	9%	8%	54.0 \$300.00
PT	29	\$54,270.00	25%	30%	12%	83.0 \$653.86

TV Market Summary

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Market: TAMPA-ST.PETE (SARASOTA)
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share May 16 -> HUT/PUT February 16

Buyer: Sam Bond
 Estimate: FFTV/1Q17/FLTV

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Daypart Summary continued...

DP	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP
LN	16	\$6,000.00	3%	3%	3%	19.6 \$306.12
LF	35	\$8,690.00	4%	5%	5%	32.9 \$264.13
SP	1	\$2,300.00	1%	1%	0%	2.7 \$851.85
CA	228	\$20,400.00	9%	11%	8%	59.6 \$342.28
ES	178	\$27,620.00	13%	15%	11%	78.2 \$353.20
BO	799	\$0.00	0%	0%	0%	0.0 \$0.00
Market	1,598	\$216,950.00	100%	120%	100%	706.2 \$307.21
Goal		\$180,648.00				600.0 \$301.08

Monthly Summary

Month	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP
Feb	804	\$113,210.00	52%	361.0 \$313.60
Mar	794	\$103,740.00	48%	345.2 \$300.52
Market	1,598	\$216,950.00	100%	706.2 \$307.21

Weekly Summary

Week	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP
1-Jan 30, 2017	314	\$42,717.00	20%	139.3 \$306.65
2-Feb 06, 2017	404	\$56,515.00	26%	181.3 \$311.72
3-Feb 13, 2017	86	\$13,978.00	6%	40.4 \$345.99
4-Feb 20, 2017	(H)	(H)	(H)	(H)

TV Market Summary

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Market: TAMPA-ST.PETE (SARASOTA)
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share May 16 -> HUT/PUT February 16

Buyer: Sam Bond
 Estimate: FFTV/1Q17/FLTV

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Weekly Summary continued...

Week	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP
5-Feb 27, 2017	398	\$51,240.00	24%	174.3 \$293.98
6-Mar 06, 2017	396	\$52,500.00	24%	170.9 \$307.20
Market	1,598	\$216,950.00	100%	706.2 \$307.21

Campaign Remarks

Comments

Worksheet Remarks

Comments

TV Spot Calendar By Daypart

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Market: TAMPA-ST.PETE (SARASOTA)
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share May 16 -> HUT/PUT Feb 16

Buyer: Sam Bond
 Estimate: FFTV/1Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 2107, 5335, WFLA, WFTS, WFTT, WMOR, WRMD, WTOG, WTSP,
 WTVT, WVEA

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Date: 12/8/2016 9:01:46 AM

Weekly Distribution

DP	Day(s)	Time	Len	Program	Jan 30	Feb 06	Feb 13	Feb 20	Feb 27	Mar 06	Spots	W 35-54	
												DMA (R)	CPP
EM													
WFLA	-----S	08:00 am - 09:00 am	30	SUNDAY TODAY	1	1	0 (H)		1	1	4	1.0	165.00
WFLA	-----S-	06:00 am - 07:00 am	30	SATURDAY EARLY	1	1	0 (H)		1	1	4	0.6	125.00
WFLA	MTWTF--	06:00 am - 07:00 am	30	NEWSCHANNEL 8	2	2	0 (H)		2	2	8	2.3	282.61
WTSP	MT-----	05:30 am - 06:00 am	30	10 NEWS - M-F	0	0	2 (H)		0	0	2	0.5	140.00
WTSP	MTWTF--	05:00 am - 05:30 am	30	10 NEWS - M-F	3	5	0 (H)		5	5	18	1.0	70.00
WTSP	MTWTF--	05:30 am - 06:00 am	30	10 NEWS - M-F	3	5	0 (H)		5	5	18	0.5	140.00
WTSP	-----S	08:30 am - 09:00 am	30	10 NEWS - SUN	1	1	0 (H)		1	1	4	0.7	114.29
WTSP	--WTF--	05:00 am - 05:30 am	30	10 NEWS - M-F	0	0	2 (H)		0	0	2	1.0	70.00
WTVT	MT-----	08:00 am - 09:00 am	30	GDTB M-F 8-9AM	0	0	1 (H)		0	0	1	1.7	235.29
WTVT	MT-----	06:00 am - 07:00 am	30	GDTB M-F 6-7AM	0	0	1 (H)		0	0	1	2.3	239.13
WTVT	MTWTF--	06:00 am - 07:00 am	30	GDTB M-F 6-7AM	3	4	0 (H)		4	4	15	2.3	239.13
WTVT	MTWTF--	08:00 am - 09:00 am	30	GDTB M-F 8-9AM	3	4	0 (H)		4	4	15	1.7	235.29
EM Weekly GRP Total					23.4	30.4	7.0 (H)		30.4	30.4			
EM Spot Total					17	23	6 (H)		23	23	92	121.6	201.32
DT													
WFLA	MT-----	12:00 pm - 01:00 pm	30	TODAY SHOW 3	0	0	2 (H)		0	0	2	1.0	120.00
WFLA	MTWTF--	12:00 pm - 01:00 pm	30	TODAY SHOW 3	3	5	0 (H)		5	5	18	1.0	120.00
WFLA	-----S	09:00 am - 10:00 am	30	NEWSCHANNEL 8	1	1	0 (H)		1	1	4	0.7	207.14
WFTS	MTWTF--	02:00 pm - 03:00 pm	30	General Hospit	2	2	0 (H)		2	2	8	2.0	175.00
WTVT	MTWTF--	11:00 am - 12:00 pm	30	WENDY WILLIAMS	3	5	0 (H)		5	5	18	1.5	133.33
WTVT	MTWTF--	10:00 am - 11:00 am	30	LIVE WITH KELL	3	3	0 (H)		3	3	12	1.7	176.47
WTVT	MT-----	11:00 am - 12:00 pm	30	WENDY WILLIAMS	0	0	2 (H)		0	0	2	1.5	133.33
DT Weekly GRP Total					17.3	22.3	5.0 (H)		22.3	22.3			
DT Spot Total					12	16	4 (H)		16	16	64	89.2	150.00
EF													
WMOR	MT-----	05:00 pm - 06:00 pm	30	HOW I MET YOUR	0	0	2 (H)		0	0	2	0.5	250.00
WMOR	MTWTF--	06:00 pm - 07:00 pm	30	MODERN FAMILY	3	5	0 (H)		0	0	8	1.1	250.00
WMOR	MTWTF--	05:00 pm - 06:00 pm	30	HOW I MET YOUR	3	5	0 (H)		5	5	18	0.5	250.00

TV Spot Calendar By Daypart

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Market: TAMPA-ST.PETE (SARASOTA)
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share May 16 -> HUT/PUT Feb 16

Buyer: Sam Bond
 Estimate: FFTV/1Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 2107, 5335, WFLA, WFTS, WFTT, WMOR, WRMD, WTOG, WTSP,
 WTVT, WVEA

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Date: 12/8/2016 9:01:46 AM

Weekly Distribution

DP	Day(s)	Time	Len	Program	Jan 30	Feb 06	Feb 13	Feb 20	Feb 27	Mar 06	Spots	W 35-54 DMA (R)	
												RTG	CPP
WMOR	MTWTF--	04:00 pm - 05:00 pm	30	STEVE HARVEY (3	5	0	(H)	5	5	18	1.0	200.00
WMOR	MT-----	06:00 pm - 07:00 pm	30	MODERN FAMILY	0	0	2	(H)	0	0	2	1.1	250.00
WMOR	MTWTF--	06:00 pm - 07:00 pm	30	MODERN FAMILY	0	0	0	(H)	4	4	8	1.1	272.73
WMOR	MT-----	04:00 pm - 05:00 pm	30	STEVE HARVEY (0	0	2	(H)	0	0	2	1.0	200.00
WTOG	MTWTF--	06:30 pm - 07:00 pm	30	MIKE & MOLLY (2	2	0	(H)	2	2	8	0.7	285.71
EF Weekly GRP Total					9.2	14.4	5.2	(H)	13.3	13.3			
EF Spot Total					11	17	6	(H)	16	16	66	55.4	239.17
EN													
WFLA	MTWTF--	05:30 pm - 06:00 pm	30	NEWS CHANNEL 8	3	3	0	(H)	3	3	12	2.0	300.00
WFTS	MTWTF--	05:30 pm - 06:00 pm	30	ABC Action New	3	3	0	(H)	3	3	12	1.4	250.00
WFTS	MTWTF--	06:00 pm - 06:30 pm	30	ABC Action New	3	4	0	(H)	4	4	15	1.4	285.71
WFTS	MTWTF--	05:00 pm - 05:30 pm	30	ABC Action New	3	5	0	(H)	5	5	18	1.5	233.33
WFTS	MT-----	05:00 pm - 05:30 pm	30	ABC Action New	0	0	2	(H)	0	0	2	1.5	233.33
WFTS	MT-----	06:00 pm - 06:30 pm	30	ABC Action New	0	0	1	(H)	0	0	1	1.4	285.71
WTSP	-----S	06:30 pm - 07:00 pm	30	10 NEWS SUNDAY	1	1	0	(H)	1	1	4	0.8	237.50
WTVT	MTWTF--	05:30 pm - 06:00 pm	30	FOX13 5:30 NWS	2	2	0	(H)	2	2	8	1.7	352.94
EN Weekly GRP Total					23.1	27.5	4.4	(H)	27.5	27.5			
EN Spot Total					15	18	3	(H)	18	18	72	110.0	276.00
PA													
WTSP	MTWTF--	07:30 pm - 08:00 pm	30	JEOPARDY M-F 7	3	5	0	(H)	5	4	17	3.0	300.00
WTSP	MT-----	07:30 pm - 08:00 pm	30	JEOPARDY M-F 7	0	0	1	(H)	0	0	1	3.0	300.00
PA Weekly GRP Total					9.0	15.0	3.0	(H)	15.0	12.0			
PA Spot Total					3	5	1	(H)	5	4	18	54.0	300.00
PT													
WFLA	--W----	08:00 pm - 09:00 pm	30	BLINDSPOT 1/4-	0	0	0	(H)	1	0	1	3.0	746.67
WFLA	--W----	10:00 pm - 11:00 pm	30	CHICAGO PD 1/4	0	0	0	(H)	0	1	1	4.3	790.70
WFLA	-T-----	09:00 pm - 10:00 pm	30	THIS IS US 9-1	0	1	1	(H)	0	0	2	5.5	725.45
WFLA	---T---	09:00 pm - 10:00 pm	30	CHICAGO MED 1/	1	0	0	(H)	0	0	1	5.5	827.27

TV Spot Calendar By Daypart

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Market: TAMPA-ST.PETE (SARASOTA)
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share May 16 -> HUT/PUT Feb 16

Buyer: Sam Bond
 Estimate: FFTV/1Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 2107, 5335, WFLA, WFTS, WFTT, WMOR, WRMD, WTOG, WTSP,
 WTVT, WVEA

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 803.254.8158

Date: 12/8/2016 9:01:46 AM

Weekly Distribution

DP	Day(s)	Time	Len	Program	Jan 30	Feb 06	Feb 13	Feb 20	Feb 27	Mar 06	Spots	W 35-54 DMA (R)	
												RTG	CPP
WFLA	-T-----	10:00 pm - 11:00 pm	30	CHICAGO FIRE 1	0	0	0	(H)	0	1	1	4.4	795.45
WFTS	M-----	08:00 pm - 10:00 pm	30	Bachelor	0	1	0	(H)	0	1	2	3.2	843.75
WFTS	---T---	10:00 pm - 11:00 pm	30	How to Get Awa	0	1	0	(H)	1	0	2	2.0	750.00
WFTS	----F--	09:00 pm - 10:00 pm	30	Shark Tank	1	1	0	(H)	0	0	2	3.4	705.88
WFTS	-----S	10:00 pm - 11:00 pm	30	Quantico	1	0	0	(H)	1	0	2	3.5	514.29
WMOR	MTWTF--	08:00 pm - 08:30 pm	30	ANGER MANAGEG	3	3	0	(H)	3	3	12	1.1	318.18
WTSP	-T-----	08:00 pm - 09:00 pm	30	NCIS - TUES 8P	0	1	0	(H)	1	0	2	6.5	646.15
WTSP	-T-----	09:00 pm - 10:00 pm	30	BULL - TUE 9P-	0	0	1	(H)	0	0	1	4.4	727.27
PT Weekly GRP Total					15.7	23.9	9.9	(H)	18.3	15.2			
PT Spot Total					6	8	2	(H)	7	6	29	83.0	653.86
LN													
WTSP	-----S-	11:00 pm - 11:30 pm	30	10 NEWS SAT 11	1	1	0	(H)	1	1	4	1.1	363.64
WTVT	MTWTF--	11:35 pm - 12:00 am	30	FOX13 PRSNTS M	2	2	0	(H)	2	2	8	1.0	200.00
WTVT	MTWTFSS	10:30 pm - 11:00 pm	30	FOX13 10:30 NW	1	1	0	(H)	1	1	4	1.8	388.89
LN Weekly GRP Total					4.9	4.9	0.0	(H)	4.9	4.9			
LN Spot Total					4	4	0	(H)	4	4	16	19.6	306.12
LF													
WFLA	-----S-	11:30 pm - 01:00 am	30	SATURDAY NIGHT	1	1	0	(H)	1	1	4	3.5	271.43
WFLA	MTWTF--	11:34 pm - 12:36 am	30	TONIGHT SHOW W	2	2	0	(H)	2	2	8	1.1	272.73
WTOG	MTWTF--	11:00 pm - 12:00 am	30	FRIENDS (HR)	3	4	0	(H)	4	4	15	0.3	233.33
WTSP	MTWTF--	11:35 pm - 12:37 am	30	LATE SHOW - CO	2	2	0	(H)	2	2	8	0.7	257.14
LF Weekly GRP Total					8.0	8.3	0.0	(H)	8.3	8.3			
LF Spot Total					8	9	0	(H)	9	9	35	32.9	264.13
SP													
WTSP	---T---	07:00 pm - 12:00 am	30	NCAA TRNMT - S	0	0	0	(H)	0	1	1	2.7	851.85
SP Weekly GRP Total					0.0	0.0	0.0	(H)	0.0	2.7			
SP Spot Total					0	0	0	(H)	0	1	1	2.7	851.85

TV Spot Calendar By Daypart

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Market: TAMPA-ST.PETE (SARASOTA)
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share May 16 -> HUT/PUT Feb 16

Buyer: Sam Bond
 Estimate: FFTV/1Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 2107, 5335, WFLA, WFTS, WFTT, WMOR, WRMD, WTOG, WTSP,
 WTVT, WVEA

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Date: 12/8/2016 9:01:46 AM

Weekly Distribution

DP	Day(s)	Time	Len	Program	Jan 30	Feb 06	Feb 13	Feb 20	Feb 27	Mar 06	Spots	W 35-54	
												DMA (R)	CPP
CA													
2107/All Zones	FOOD/MT-----	06:00 pm - 12:00 am	30	FOOD	0	0	2 (H)	0	0	0	2	0.0	0.00
2107/All Zones	HGTV/MT-----	06:00 pm - 12:00 am	30	HOME & GARDEN	0	0	2 (H)	0	0	0	2	0.0	0.00
2107/All Zones	LIF/MTWTFSS	06:00 pm - 12:00 am	30	LIFETIME	8	10	0 (H)	10	10	10	38	0.0	0.00
2107/All Zones	HGTV/MTWTFSS	06:00 pm - 12:00 am	30	HOME & GARDEN	5	7	0 (H)	7	7	7	26	0.0	0.00
2107/All Zones	FOOD/MTWTFSS	06:00 pm - 12:00 am	30	FOOD	8	10	0 (H)	10	10	10	38	0.0	0.00
2107/All Zones	LIF/MT-----	06:00 pm - 12:00 am	30	LIFETIME	0	0	2 (H)	0	0	0	2	0.0	0.00
5335/All Zones	TVL/MTWTFSS	08:00 pm - 11:00 pm	30	TV LAND	5	7	0 (H)	7	7	7	26	0.4	175.00
5335/All Zones	TVL/-----SS	09:00 am - 04:00 pm	30	TV LAND	4	4	0 (H)	4	4	4	16	0.3	133.33
5335/All Zones	HALL/MTWTFSS	08:00 pm - 11:00 pm	30	HALLMARK MOVIE	4	4	0 (H)	4	4	4	16	0.6	358.33
5335/All Zones	LIF/MTWTFSS	08:00 pm - 11:00 pm	30	LIFETIME	4	4	0 (H)	4	4	4	16	0.6	450.00
5335/All Zones	TVL/MT-----	08:00 pm - 11:00 pm	30	TV LAND	0	0	2 (H)	0	0	0	2	0.4	175.00
5335/All Zones	FOOD/-----SS	09:00 am - 04:00 pm	30	FOOD NETWORK	4	4	0 (H)	4	4	4	16	0.6	350.00
5335/All Zones	LMN/MTWTFSS	08:00 pm - 11:00 pm	30	LIFETIME MOVIE	4	4	0 (H)	4	4	4	16	0.4	400.00
5335/All Zones	TNT/-----SS	09:00 am - 04:00 pm	30	TNT	3	3	0 (H)	3	3	3	12	0.7	300.00
CA Weekly GRP Total					14.1	14.9	0.8 (H)	14.9	14.9				
CA Spot Total					49	57	8 (H)	57	57	228	59.6	342.28	
BO													
2107/All Zones	HGTV/MTWTFSS	05:00 am - 12:00 am	30	MATCH	21	27	6 (H)	27	27	27	108	0.0	0.00
5335/All Zones	HGTV/MTWTFSS	05:00 am - 12:00 am	30	MATCH	28	30	2 (H)	30	30	30	120	0.0	0.00
WFLA	MTWTFSS	05:00 am - 12:00 am	30	1 FOR 1 MATCH	15	17	3 (H)	17	18	18	70	0.0	0.00
WFTS	MTWTFSS	05:00 am - 12:00 am	30	1 FOR 1 MATCH	13	17	3 (H)	16	15	15	64	0.0	0.00
WFTT	MTWTFSS	05:00 am - 12:00 am	30	1 FOR 1 MATCH	4	6	2 (H)	5	5	5	22	0.0	0.00
WMOR	MTWTFSS	05:00 am - 12:00 am	30	1 FOR 1 MATCH	12	18	6 (H)	17	17	17	70	0.0	0.00
WRMD	MTWTFSS	05:00 am - 12:00 am	30	1 FOR 1 MATCH	11	15	4 (H)	15	15	15	60	0.0	0.00
WTOG	MTWTFSS	05:00 am - 12:00 am	30	1 FOR 1 MATCH	5	6	0 (H)	6	6	6	23	0.0	0.00
WTSP	MTWTFSS	05:00 am - 12:00 am	30	1 FOR 1 MATCH	14	21	6 (H)	21	20	20	82	0.0	0.00
WTVT	MTWTFSS	05:00 am - 12:00 am	30	1 FOR 1 MATCH	17	21	4 (H)	21	21	21	84	0.0	0.00
WVEA	MTWTFSS	05:00 am - 12:00 am	30	1 FOR 1 MATCH	17	24	7 (H)	24	24	24	96	0.0	0.00
BO Weekly GRP Total					0.0	0.0	0.0 (H)	0.0	0.0				

TV Spot Calendar By Daypart

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Market: TAMPA-ST.PETE (SARASOTA)
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share May 16 -> HUT/PUT Feb 16

Buyer: Sam Bond
 Estimate: FFTV/1Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 2107, 5335, WFLA, WFTS, WFTT, WMOR, WRMD, WTOG, WTSP, WTVT, WVEA

Chernoff Newman, L.L.C
 1411 Gervais St., 5th Floor
 Columbia, SC 29201
 803.254.8158

Date: 12/8/2016 9:01:46 AM

Weekly Distribution

DP	Day(s)	Time	Len	Program	Jan 30	Feb 06	Feb 13	Feb 20	Feb 27	Mar 06	Spots	W 35-54 DMA (R)	
												RTG	CPP
BO	Spot Total				157	202	43	(H)	199	198	799	0.0	0.00
ES													
WFTT	MT-----	07:00 pm - 11:00 pm	30	M-F PRIME ROTA	0	0	2	(H)	0	0	2	0.2	425.00
WFTT	MTWTF--	07:00 pm - 11:00 pm	30	M-F PRIME ROTA	3	5	0	(H)	5	5	18	0.2	425.00
WFTT	-----S	05:00 pm - 07:00 pm	30	CINESCAPE (mov	1	1	0	(H)	0	0	2	0.3	166.67
WRMD	MTWTF--	07:00 pm - 08:00 pm	30	CASO CERRADO H	3	3	0	(H)	3	3	12	1.0	675.00
WRMD	MTWTF--	06:00 am - 10:00 am	30	MORNING ROTATI	6	10	0	(H)	10	10	36	0.3	283.33
WRMD	MTWTF--	10:00 am - 10:30 am	30	DECISIONES	2	2	0	(H)	2	2	8	0.3	416.67
WRMD	MT-----	06:00 am - 10:00 am	30	MORNING ROTATI	0	0	4	(H)	0	0	4	0.3	283.33
WVEA	MTWTF--	11:00 am - 12:00 pm	30	COMO DICE EL D	3	4	0	(H)	4	4	15	0.4	262.50
WVEA	MTWTF--	04:00 pm - 05:00 pm	30	EL GORDO Y LA	3	4	0	(H)	4	4	15	0.7	428.57
WVEA	MTWTF--	12:00 pm - 01:00 pm	30	AMORES VERDADE	3	5	0	(H)	5	5	18	0.5	210.00
WVEA	MTWTF--	02:00 pm - 03:00 pm	30	LA ROSA DE GUA	3	5	0	(H)	5	5	18	0.5	250.00
WVEA	MTWTF--	01:00 pm - 02:00 pm	30	HOY (variety)	3	4	0	(H)	4	4	15	0.4	262.50
WVEA	-----S	10:00 am - 11:00 am	30	AL PUNTO (curr	1	1	0	(H)	1	1	4	0.4	187.50
WVEA	MT-----	02:00 pm - 03:00 pm	30	LA ROSA DE GUA	0	0	2	(H)	0	0	2	0.5	250.00
WVEA	MT-----	12:00 pm - 01:00 pm	30	AMORES VERDADE	0	0	2	(H)	0	0	2	0.5	210.00
WVEA	MT-----	01:00 pm - 02:00 pm	30	HOY (variety)	0	0	1	(H)	0	0	1	0.4	262.50
WVEA	MT-----	11:00 am - 12:00 pm	30	COMO DICE EL D	0	0	1	(H)	0	0	1	0.4	262.50
WVEA	MT-----	04:00 pm - 05:00 pm	30	EL GORDO Y LA	0	0	1	(H)	0	0	1	0.7	428.57
WVEA	-----S-	03:00 pm - 05:00 pm	30	CINE ESPECIAL	1	1	0	(H)	1	1	4	0.4	162.50
ES	Weekly GRP Total				14.6	19.7	5.1	(H)	19.4	19.4			
ES	Spot Total				32	45	13	(H)	44	44	178	78.2	353.20
	Weekly Schedule				314	404	86	(H)	398	396	1598		
	Reach % Total											97.4%	
	Frequency Total											7.3	
	Weekly GRP Total				139.3	181.3	40.4	(H)	174.3	170.9			

TV Spot Calendar By Daypart

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Market: TAMPA-ST.PETE (SARASOTA)
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share May 16 -> HUT/PUT Feb 16

Buyer: Sam Bond
 Estimate: FFTV/1Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 2107, 5335, WFLA, WFTS, WFTT, WMOR, WRMD, WTOG, WTSP,
 WTVT, WVEA

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Date: 12/8/2016 9:01:46 AM

Weekly Distribution

DP	Day(s)	Time	Len	Program	Jan 30	Feb 06	Feb 13	Feb 20	Feb 27	Mar 06	Spots	W 35-54	CPP
												DMA (R)	
Spot Length Breakout													
# Spots													
30													307.21

TV Market Summary

powered by SmartPlus®

Market: WEST PALM BEACH-FT. PIERC
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share May 16 -> HUT/PUT February 16

Buyer: Cindy Wade
 Estimate: FFTV/1Q17/FLTV

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Station Summary

Station	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP
6878	228	\$5,160.00	7%	8%	8%	43.4 \$118.89
WFLX 29 FOX-T	138	\$16,175.00	23%	26%	25%	137.7 \$117.47
WPBF 25 ABC-T	134	\$18,070.00	25%	29%	20%	114.5 \$157.82
WPEC 12 CBS-T	72	\$12,000.00	17%	20%	15%	81.8 \$146.70
WPTV 5 NBC-T	162	\$13,300.00	19%	22%	19%	108.8 \$122.24
WTCN MY	124	\$3,040.00	4%	5%	6%	31.2 \$97.44
WTVX 34 CW	160	\$3,960.00	6%	6%	8%	43.1 \$91.88
Market	1,018	\$71,705.00	100%	117%	100%	560.5 \$127.93
Goal		\$61,269.60				560.0 \$109.41

Daypart Summary

DP	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP
EM	82	\$10,190.00	14%	17%	18%	100.8 \$101.09
DT	101	\$9,570.00	13%	16%	17%	95.2 \$100.53
EF	42	\$5,190.00	7%	8%	8%	45.8 \$113.32
EN	35	\$14,050.00	20%	23%	17%	93.3 \$150.59
PA	34	\$7,150.00	10%	12%	10%	57.4 \$124.56
PT	25	\$14,355.00	20%	23%	13%	72.7 \$197.46
LN	9	\$3,600.00	5%	6%	4%	24.3 \$148.15
LF	58	\$1,640.00	2%	3%	4%	21.2 \$77.36
SP	8	\$800.00	1%	1%	1%	6.4 \$125.00
CA	114	\$5,160.00	7%	8%	8%	43.4 \$118.89

TV Market Summary

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Market: WEST PALM BEACH-FT. PIERC
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share May 16 -> HUT/PUT February 16

Buyer: Cindy Wade
 Estimate: FFTV/1Q17/FLTV

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Daypart Summary continued...

DP	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP
BO	510	\$0.00	0%	0%	0%	0.0 \$0.00
Market	1,018	\$71,705.00	100%	117%	100%	560.5 \$127.93
Goal		\$61,269.60				560.0 \$109.41

Length Summary

Len	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP
30	1,018	\$71,705.00	100%	560.5 \$127.93
Market	1,018	\$71,705.00	100%	560.5 \$127.93

Goals Summary

DP	Spots	Goal \$	Est Cost	% of Goal	Goal GRP	Est GRP	% of Goal GRP	Goal CPP	Est CPP	% of Goal CPP
EM	82	\$10,415.83	\$10,190.00	98%	95.0	100.8	106%	\$109.64	\$101.09	92%
DT	101	\$7,965.04	\$9,570.00	120%	73.0	95.2	130%	\$109.11	\$100.53	92%
EF	42	\$5,514.26	\$5,190.00	94%	50.0	45.8	92%	\$110.28	\$113.32	103%
EN	35	\$10,415.83	\$14,050.00	135%	95.0	93.3	98%	\$109.64	\$150.59	137%
PA	34	\$5,514.26	\$7,150.00	130%	50.0	57.4	115%	\$110.28	\$124.56	113%
PT	25	\$7,965.04	\$14,355.00	180%	73.0	72.7	100%	\$109.11	\$197.46	181%
LN	9	\$2,450.78	\$3,600.00	147%	22.0	24.3	110%	\$111.39	\$148.15	133%
LF	58	\$2,450.78	\$1,640.00	67%	22.0	21.2	96%	\$111.39	\$77.36	69%
CA	114	\$8,577.74	\$5,160.00	60%	78.0	43.4	56%	\$109.97	\$118.89	108%
Total	500	\$61,269.56	\$70,905.00	116%	558.0	554.1	99%	\$109.80	\$127.96	117%

TV Market Summary

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Market: WEST PALM BEACH-FT. PIERC
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share May 16 -> HUT/PUT February 16

Buyer: Cindy Wade
 Estimate: FFTV/1Q17/FLTV

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Goals Summary continued...

DP	Spots	Goal \$	Est Cost	% of Goal	Goal GRP	Est GRP	% of Goal GRP	Goal CPP	Est CPP	% of Goal CPP
Len										
Total	0	\$0.00	\$0.00	0%	0.0	0.0	0%	\$0.00	\$0.00	0%

Monthly Summary

Month	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP
Feb	499	\$36,900.00	51%	284.2 \$129.84
Mar	519	\$34,805.00	49%	276.3 \$125.97
Market	1,018	\$71,705.00	100%	560.5 \$127.93

Weekly Summary

Week	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP
1-Jan 30, 2017	202	\$12,200.00	17%	102.5 \$119.02
2-Feb 06, 2017	240	\$20,175.00	28%	150.7 \$133.88
3-Feb 13, 2017	57	\$4,525.00	6%	31.0 \$145.97
5-Feb 27, 2017	260	\$16,660.00	23%	138.2 \$120.55
6-Mar 06, 2017	259	\$18,145.00	25%	138.1 \$131.39
Market	1,018	\$71,705.00	100%	560.5 \$127.93

TV Market Summary

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Market: WEST PALM BEACH-FT. PIERC
Client: Florida Department of Agriculture
Brand: Fresh From Florida
Product: Fresh From Florida
Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
Flight Dates: Jan 30, 2017 - Mar 12, 2017
Survey: Share May 16 -> HUT/PUT February 16

Buyer: Cindy Wade
Estimate: FFTV/1Q17/FLTV

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Campaign Remarks
Comments

Worksheet Remarks
Comments

TV Spot Calendar By Daypart

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Market: WEST PALM BEACH-FT. PIERC
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share May 16 -> HUT/PUT Feb 16

Buyer: Cindy Wade
 Estimate: FFTV/1Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 6878, WFLX, WPBF, WPEC, WPTV, WTCN, WTVX

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 803.254.8158

Date: 12/7/2016 3:31:25 PM

Weekly Distribution												
DP	Day(s)	Time	Len	Program	Jan 30	Feb 06	Feb 13	Feb 27	Mar 06	Spots	W 35-54	RTG
											DMA (R)	
EM												
WFLX	MTWTF--	08:00 am - 09:00 am	30	FOX 29 MORNING	3	5	0	5	5	18	28.8	1.6
WFLX	MTWTF--	07:00 am - 08:00 am	30	FOX 29 MORNING	3	5	0	5	5	18	32.4	1.8
WFLX	MT-----	08:00 am - 09:00 am	30	FOX 29 MORNING	0	0	2	0	0	2	3.2	1.6
WFLX	MT-----	07:00 am - 08:00 am	30	FOX 29 MORNING	0	0	2	0	0	2	3.6	1.8
WPBF	-----S	08:00 am - 09:00 am	30	WPBF NEWS 8:00	1	1	0	0	0	2	2.6	1.3
WPEC	MTWTF--	07:00 am - 09:00 am	30	EARLY SHW-CBS	0	0	0	1	0	1	1.5	1.5
WPEC	MTWTF--	06:30 am - 07:00 am	30	CBS12 NWS-630A	0	0	0	1	0	1	2.7	2.7
WPTV	-----S-	08:00 am - 10:00 am	30	TODAY SHOW SAT	0	0	0	1	1	2	5.2	2.6
WPTV	-----S-	06:00 am - 07:00 am	30	TODAY ON FIVE	1	1	0	1	1	4	7.2	1.8
WTVX	MTWTF--	05:30 am - 06:00 am	30	FRIENDS	3	3	0	3	3	12	3.6	0.3
WTVX	MT-----	08:00 am - 09:00 am	30	THE DOCTORS	0	0	2	0	0	2	1.0	0.5
WTVX	MTWTF--	08:00 am - 09:00 am	30	THE DOCTORS	3	5	0	5	5	18	9.0	0.5
EM Spot Total					14	20	6	22	20	82	100.8	100.8
DT												
WFLX	MTWTF--	09:00 am - 10:00 am	30	LIVE WITH KELL	3	3	0	3	3	12	20.4	1.7
WFLX	MTWTF--	10:00 am - 11:00 am	30	HARRY CONNICK	1	0	0	1	1	3	2.7	0.9
WPBF	MT-----	10:00 am - 11:00 am	30	DR. OZ	0	0	1	0	0	1	0.9	0.9
WPBF	MTWTF--	10:00 am - 11:00 am	30	DR. OZ	3	3	0	3	3	12	10.8	0.9
WPEC	MTWTF--	09:00 am - 10:00 am	30	NEWS	3	4	0	4	4	15	21.0	1.4
WPEC	MT-----	09:00 am - 10:00 am	30	NEWS	0	0	1	0	0	1	1.4	1.4
WPTV	MTWTF--	12:00 pm - 01:00 pm	30	RACHAEL RAY	2	2	0	3	3	10	9.0	0.9
WTVX	MTWTF--	12:30 pm - 01:00 pm	30	FAMILY FEUD	3	4	0	4	4	15	12.0	0.8
WTVX	MTWTF--	09:30 am - 10:00 am	30	CBS12 NEWS AT	3	5	0	5	4	17	10.2	0.6
WTVX	MTWTF--	09:00 am - 09:30 am	30	CBS12 NEWS AT	3	3	0	3	3	12	4.8	0.4
WTVX	MT-----	09:30 am - 10:00 am	30	CBS12 NEWS AT	0	0	2	0	0	2	1.2	0.6
WTVX	MT-----	12:30 pm - 01:00 pm	30	FAMILY FEUD	0	0	1	0	0	1	0.8	0.8
DT Spot Total					21	24	5	26	25	101	95.2	95.2
EF												

TV Spot Calendar By Daypart

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Market: WEST PALM BEACH-FT. PIERC
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share May 16 -> HUT/PUT Feb 16

Buyer: Cindy Wade
 Estimate: FFTV/1Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 6878, WFLX, WPBF, WPEC, WPTV, WTCN, WTVX

Chernoff Newman, L.L.C
 1411 Gervais St., 5th Floor
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 803.254.8158

Date: 12/7/2016 3:31:26 PM

Weekly Distribution												
DP	Day(s)	Time	Len	Program	Jan 30	Feb 06	Feb 13	Feb 27	Mar 06	Spots	W 35-54	
											DMA (R)	RTG
WPBF	-----S-	05:00 pm - 06:00 pm	30	WPBF NEWS SAT	1	1	0	1	1	4	6.0	1.5
WPTV	MTWTF--	04:00 pm - 05:00 pm	30	NEWS @ 4P - TH	3	4	0	4	4	15	15.0	1.0
WPTV	MT-----	04:00 pm - 05:00 pm	30	NEWS @ 4P - TH	0	0	1	0	0	1	1.0	1.0
WPTV	MTWTF--	03:00 pm - 04:00 pm	30	WENDY WILLIAMS	3	5	1	5	4	18	19.8	1.1
WTCN	-----S-	06:00 pm - 07:00 pm	30	ROOKIE BLUE	1	1	0	1	1	4	4.0	1.0
EF Spot Total					8	11	2	11	10	42	45.8	45.8
EN												
WPBF	MTWTF--	06:00 pm - 06:30 pm	30	WPBF NEWS 6PM	3	4	0	4	4	15	45.0	3.0
WPBF	MT-----	06:00 pm - 06:30 pm	30	WPBF NEWS 6PM	0	0	1	0	0	1	3.0	3.0
WPEC	-----S	06:30 pm - 07:00 pm	30	NEWS12 6:30 SU	1	1	0	1	1	4	10.4	2.6
WPEC	MTWTF--	06:00 pm - 06:30 pm	30	NEWS 12 6PM	1	0	0	1	1	3	6.9	2.3
WPTV	MTWTF--	04:00 pm - 05:00 pm	30	NEWS @ 4P - TH	1	1	0	1	1	4	3.2	0.8
WPTV	-----S	06:00 pm - 06:30 pm	30	NWSCHNL 5 LIVE	1	1	0	1	1	4	10.0	2.5
WPTV	-----S-	06:00 pm - 06:30 pm	30	NEWSCHNL5 WKNI	1	1	0	1	1	4	14.8	3.7
EN Spot Total					8	8	1	9	9	35	93.3	93.3
PA												
WPBF	-----S-	07:00 pm - 07:30 pm	30	WHEEL OF FORTU	1	1	0	1	1	4	8.4	2.1
WPEC	MTWTF--	07:00 pm - 07:30 pm	30	ET	3	3	0	2	2	10	35.0	3.5
WTCN	MTWTF--	06:30 pm - 07:00 pm	30	MIKE & MOLLY	3	5	0	5	5	18	12.6	0.7
WTCN	MT-----	06:30 pm - 07:00 pm	30	MIKE & MOLLY	0	0	2	0	0	2	1.4	0.7
PA Spot Total					7	9	2	8	8	34	57.4	57.4
PT												
WFLX	--W----	09:00 pm - 10:00 pm	30	STAR	0	1	0	1	0	2	14.0	7.0
WFLX	M-----	08:00 pm - 09:00 pm	30	GOTHAM JAN'17	0	0	0	0	1	1	3.1	3.1
WFLX	M-----	08:00 pm - 09:00 pm	30	GOTHAM JAN'17	0	0	0	1	0	1	3.1	3.1
WFLX	---T---	08:00 pm - 09:00 pm	30	MASTERCHEF JUN	0	0	0	0	1	1	2.1	2.1
WPBF	-----S	10:00 pm - 11:00 pm	30	QUANTICO	0	1	0	0	0	1	4.2	4.2
WPBF	-----S-	08:00 pm - 11:00 pm	30	ABC SATURDAY N	0	1	0	0	1	2	4.0	2.0

TV Spot Calendar By Daypart

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Market: WEST PALM BEACH-FT. PIERC
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share May 16 -> HUT/PUT Feb 16

Buyer: Cindy Wade
 Estimate: FFTV/1Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 6878, WFLX, WPBF, WPEC, WPTV, WTCN, WTVX

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Date: 12/7/2016 3:31:26 PM

Weekly Distribution												
DP	Day(s)	Time	Len	Program	Jan 30	Feb 06	Feb 13	Feb 27	Mar 06	Spots	W 35-54 DMA (R)	
											GRP	RTG
WPBF	---T---	08:00 pm - 09:00 pm	30	GREY'S ANATOMY	0	1	0	0	0	1	6.7	6.7
WPBF	M-----	08:00 pm - 10:00 pm	30	DANCING WITH T	0	0	1	0	0	1	4.3	4.3
WPBF	-----S	07:00 pm - 08:00 pm	30	AMERICA'S FUNN	0	1	0	0	1	2	6.2	3.1
WPBF	---T---	09:00 pm - 10:00 pm	30	SCANDAL	0	1	0	0	0	1	6.6	6.6
WPEC	----F--	10:00 pm - 11:00 pm	30	BLUE BLOODS	0	0	0	0	1	1	2.9	2.9
WPTV	-T-----	10:00 pm - 11:00 pm	30	CHICAGO FIRE	0	1	1	0	0	2	7.6	3.8
WPTV	-----S-	08:00 pm - 10:00 pm	30	DATELINE SATUR	0	1	0	0	1	2	3.4	1.7
WTCN	--W----	08:00 pm - 09:00 pm	30	MARVEL AGENTS	0	0	1	0	1	2	0.8	0.4
WTCN	----F--	08:00 pm - 09:00 pm	30	AMERICAN NINJA	1	0	0	1	0	2	1.8	0.9
WTCN	----F--	09:00 pm - 10:00 pm	30	AMERICAN NINJA	1	0	0	1	0	2	1.4	0.7
WTVX	-----S-	08:00 pm - 08:30 pm	30	CELEBRITY NAME	0	0	0	1	0	1	0.5	0.5
PT Spot Total					2	8	3	5	7	25	72.7	72.7
LN												
WFLX	MTWTFSS	10:00 pm - 11:00 pm	30	TEN O' CLOCK N	2	2	0	2	3	9	24.3	2.7
LN Spot Total					2	2	0	2	3	9	24.3	24.3
LF												
WPBF	MT-----	01:00 am - 01:30 am	30	ACCESS HOLLYWC	0	0	2	0	0	2	0.4	0.2
WPBF	MTWTF--	01:00 am - 01:30 am	30	ACCESS HOLLYWC	3	5	0	5	5	18	5.4	0.3
WPTV	MT-----	01:30 am - 02:00 am	30	C-DALY-NBC	0	0	2	0	0	2	1.4	0.7
WPTV	MTWTF--	01:30 am - 02:00 am	30	C-DALY-NBC	3	5	0	4	4	16	11.2	0.7
WTCN	MTWTF--	01:30 am - 04:59 am	30	HOT IN CLEVELA	3	3	0	3	3	12	1.2	0.1
WTCN	-----S-	11:00 pm - 12:00 am	30	THE X-FILES	2	2	0	2	2	8	1.6	0.2
LF Spot Total					11	15	4	14	14	58	21.2	21.2
SP												
WTCN	-----S-	12:00 pm - 04:00 pm	30	ASN BASKETBALL	2	2	0	2	2	8	6.4	0.8
SP Spot Total					2	2	0	2	2	8	6.4	6.4
CA												

TV Spot Calendar By Daypart

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Market: WEST PALM BEACH-FT. PIERC
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/1Q17/FLTV 1Q '17 Florida
 Flight Dates: Jan 30, 2017 - Mar 12, 2017
 Survey: Share May 16 -> HUT/PUT Feb 16

Buyer: Cindy Wade
 Estimate: FFTV/1Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 6878, WFLX, WPBF, WPEC, WPTV, WTCN, WTVX

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Weekly Distribution												
DP	Day(s)	Time	Len	Program	Jan 30	Feb 06	Feb 13	Feb 27	Mar 06	Spots	W 35-54 DMA (R)	
											GRP	RTG
6878/All Zones	HAL/-----SS	10:00 am - 05:00 pm	30	Weekend	2	2	0	2	2	8	4.8	0.6
6878/All Zones	FOO/MTWTFSS	06:00 am - 12:00 am	30	FULL Day	7	7	0	7	7	28	8.4	0.3
6878/All Zones	HGT/-----SS	10:00 am - 04:00 pm	30	Weekend	2	2	0	2	2	8	7.2	0.9
6878/All Zones	TTC/MTWTFSS	09:00 am - 11:00 pm	30	Day	7	10	0	10	10	37	7.4	0.2
6878/All Zones	CNN/MTWTFSS	06:00 am - 12:00 am	30	FULL Day	7	0	0	10	10	27	13.5	0.5
6878/All Zones	CNN/MT-----	06:00 am - 12:00 am	30	FULL Day	0	0	3	0	0	3	1.5	0.5
6878/All Zones	TTC/MT-----	09:00 am - 11:00 pm	30	Day	0	0	3	0	0	3	0.6	0.2
CA Spot Total					25	21	6	31	31	114	43.4	43.4
BO												
6878/All Zones	HGT/MTWTFSS	05:00 am - 12:00 am	30	MATCHING	25	21	6	31	31	114	0.0	0.0
WFLX	MTWTFSS	05:00 am - 12:00 am	30	MATCHING	12	16	4	18	19	69	0.0	0.0
WPBF	MTWTFSS	05:00 am - 12:00 am	30	MATCHING	12	20	5	14	16	67	0.0	0.0
WPEC	MTWTFSS	05:00 am - 12:00 am	30	MATCHING	8	8	1	10	9	36	0.0	0.0
WPTV	MTWTFSS	05:00 am - 12:00 am	30	MATCHING	15	20	4	19	20	78	0.0	0.0
WTCN	MTWTFSS	05:00 am - 12:00 am	30	MATCHING	15	15	3	17	16	66	0.0	0.0
WTVX	MTWTFSS	05:00 am - 12:00 am	30	MATCHING	15	20	5	21	19	80	0.0	0.0
BO Spot Total					102	120	28	130	130	510	0.0	0.0
Weekly Schedule					202	240	57	260	259	1018	560.5	
Spot Length Breakout												
# Spots												
30					202	240	57	260	259	1018	560.5	

Television Market Summary 2nd Quarter

TV Market Summary

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Market: FT. MYERS-NAPLES
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share September 16 -> HUT/PUT May 16

Buyer: Mo Quinn
 Estimate: FFTV/2Q17/FLTV

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Station Summary

Station	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP
0243	80	\$600.00	1%	1%	1%	8.0 \$75.00
6800	312	\$7,096.00	13%	13%	12%	65.2 \$108.83
WBBH 20 NBC-T	225	\$33,350.00	62%	60%	64%	358.1 \$93.13
WFTX 36 FOX-T	3	\$135.00	0%	0%	1%	3.3 \$40.91
WINK 11 CBS-T	34	\$4,900.00	9%	9%	8%	46.1 \$106.29
WXCW	110	\$6,490.00	12%	12%	9%	53.2 \$121.99
WZVN 26 ABC-T	32	\$1,440.00	3%	3%	5%	29.0 \$49.66
Market	796	\$54,011.00	100%	97%	100%	562.9 \$95.95
Goal		\$55,512.80				560.0 \$99.13

Daypart Summary

DP	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP
EM	31	\$9,130.00	17%	16%	17%	94.5 \$96.61
DT	26	\$3,720.00	7%	7%	13%	73.4 \$50.68
EF	48	\$6,210.00	11%	11%	9%	48.4 \$128.31
EN	38	\$8,870.00	16%	16%	17%	95.0 \$93.37
PA	16	\$6,230.00	12%	11%	9%	49.4 \$126.11
PT	13	\$8,100.00	15%	15%	14%	80.3 \$100.87
LN	12	\$2,000.00	4%	4%	4%	24.4 \$81.97
LF	17	\$2,055.00	4%	4%	4%	24.3 \$84.57
CA	196	\$7,696.00	14%	14%	13%	73.2 \$105.14
BO	399	\$0.00	0%	0%	0%	0.0 \$0.00

TV Market Summary

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Market: FT. MYERS-NAPLES
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share September 16 -> HUT/PUT May 16

Buyer: Mo Quinn
 Estimate: FFTV/2Q17/FLTV

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Daypart Summary continued...

DP	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP
Market	796	\$54,011.00	100%	97%	100%	562.9 \$95.95
Goal		\$55,512.80				560.0 \$99.13

Length Summary

Len	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP
30	652	\$34,116.00	63%	313.8 \$108.72
15	144	\$19,895.00	37%	249.1 \$79.87
Market	796	\$54,011.00	100%	562.9 \$95.95

Goals Summary

DP	Spots	Goal \$	Est Cost	% of Goal	Goal GRP	Est GRP	% of Goal GRP	Goal CPP	Est CPP	% of Goal CPP
EM	31	\$9,437.17	\$9,130.00	97%	95.0	94.5	99%	\$99.33	\$96.61	97%
EM	31	\$11,102.56	\$9,130.00	82%	0.0	94.5	0%	\$0.00	\$96.61	0%
DT	26	\$7,216.66	\$3,720.00	52%	73.0	73.4	101%	\$98.85	\$50.68	51%
EF	48	\$4,996.15	\$6,210.00	124%	50.0	48.4	97%	\$99.92	\$128.31	128%
EN	38	\$9,437.17	\$8,870.00	94%	95.0	95.0	100%	\$99.33	\$93.37	94%
PA	16	\$4,996.15	\$6,230.00	125%	50.0	49.4	99%	\$99.92	\$126.11	126%
PT	13	\$7,771.79	\$8,100.00	104%	78.0	80.3	103%	\$99.63	\$100.87	101%
LN	12	\$2,220.51	\$2,000.00	90%	22.0	24.4	111%	\$100.93	\$81.97	81%
LF	17	\$2,220.51	\$2,055.00	93%	22.0	24.3	110%	\$100.93	\$84.57	84%
CA	196	\$7,216.66	\$7,696.00	107%	73.0	73.2	100%	\$98.85	\$105.14	106%

TV Market Summary

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Market: FT. MYERS-NAPLES
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share September 16 -> HUT/PUT May 16

Buyer: Mo Quinn
 Estimate: FFTV/2Q17/FLTV

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Goals Summary continued...

DP	Spots	Goal \$	Est Cost	% of Goal	Goal GRP	Est GRP	% of Goal GRP	Goal CPP	Est CPP	% of Goal CPP
Total	428	\$66,615.33	\$63,141.00	95%	558.0	657.4	118%	\$119.38	\$96.05	80%
Len										
15	144	\$11,102.56	\$19,895.00	179%	0.0	249.1	0%	\$0.00	\$79.87	0%
Total	144	\$11,102.56	\$19,895.00	179%	0.0	249.1	0%	\$0.00	\$79.87	0%

Monthly Summary

Month	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP
Apr	595	\$40,107.00	74%	420.9 \$95.29
May	201	\$13,904.00	26%	142.0 \$97.92
Market	796	\$54,011.00	100%	562.9 \$95.95

Weekly Summary

Week	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP
1-Mar 27, 2017	198	\$12,924.00	24%	137.7 \$93.86
2-Apr 03, 2017	199	\$14,159.00	26%	144.1 \$98.26
3-Apr 10, 2017	(H)	(H)	(H)	(H)
4-Apr 17, 2017	(H)	(H)	(H)	(H)
5-Apr 24, 2017	198	\$13,024.00	24%	139.1 \$93.63
6-May 01, 2017	201	\$13,904.00	26%	142.0 \$97.92
Market	796	\$54,011.00	100%	562.9 \$95.95

TV Market Summary

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Market: FT. MYERS-NAPLES
Client: Florida Department of Agriculture
Brand: Fresh From Florida
Product: Fresh From Florida
Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
Flight Dates: Mar 27, 2017 - May 07, 2017
Survey: Share September 16 -> HUT/PUT May 16

Buyer: Mo Quinn
Estimate: FFTV/2Q17/FLTV

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Campaign Remarks
Comments

Worksheet Remarks
Comments

TV Spot Calendar By Daypart

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Market: FT. MYERS-NAPLES
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share Sep 16 -> HUT/PUT May 16

Buyer: Mo Quinn
 Estimate: FFTV/2Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 0243, 6800, WZVN, WXCW, WINK, WBBH, WFTX

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Weekly Distribution											
DP	Day(s)	Time	Len	Mar 27	Apr 03	Apr 10	Apr 17	Apr 24	May 01	Spots	W 35-54
											DMA (R)
CA											
0243/All Zones	FOO/MTWTFSS	06:00 pm - 12:00 am	30	10	10	(H)	(H)	10	10	40	0.2
	12x max										
6800/All Zones	USA/MTWTFSS	06:00 am - 06:00 pm	30	12	12	(H)	(H)	12	12	48	0.5
	12x max										
6800/All Zones	LMN/MTWTFSS	06:00 pm - 12:00 am	30	12	12	(H)	(H)	12	12	48	0.4
	12x max										
6800/All Zones	OWN/MTWTFSS	06:00 pm - 12:00 am	30	10	10	(H)	(H)	10	10	40	0.3
	12x max										
6800/All Zones	FOO/MTWTFSS	06:00 pm - 12:00 am	30	5	5	(H)	(H)	5	5	20	0.5
	12x max										
CA Weekly GRP Total				18.3	18.3	(H)	(H)	18.3	18.3		
CA Spot Total				49	49	(H)	(H)	49	49	196	73.2
BO											
0243/All Zones	FOO/MTWTFSS	06:00 pm - 12:00 am	30	10	10	(H)	(H)	10	10	40	0.0
	12x max										
6800/All Zones	FOO/MTWTFSS	06:00 pm - 12:00 am	30	39	39	(H)	(H)	39	39	156	0.0
	12x max										
WZVN	MTWTFSS	06:00 am - 12:00 am	30	4	4	(H)	(H)	4	4	16	0.0
	WZVN 1stQ Estimate May x Feb (sell)										
WXCW	MTWTFSS	06:00 am - 12:00 am	30	15	14	(H)	(H)	15	14	58	0.0
	May-2016LS-pa										
WINK	MTWTFSS	06:00 am - 12:00 am	15	4	4	(H)	(H)	4	5	17	0.0
	May-2016LS										
WBBH	MTWTFSS	06:00 am - 12:00 am	30	27	29	(H)	(H)	27	29	112	0.0
	WBBH 1stQ 2017 Estimate (sell)										
BO Weekly GRP Total				0.0	0.0	(H)	(H)	0.0	0.0		
BO Spot Total				99	100	(H)	(H)	99	101	399	0.0
DT											
WBBH	MTWTF--	10:00 am - 11:00 am	15	4	4	(H)	(H)	4	4	16	2.4
	WBBH 1stQ 2017 Estimate (sell)										

TV Spot Calendar By Daypart

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Market: FT. MYERS-NAPLES
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share Sep 16 -> HUT/PUT May 16

Buyer: Mo Quinn
 Estimate: FFTV/2Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 0243, 6800, WZVN, WXCW, WINK, WBBH, WFTX

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Weekly Distribution											
DP	Day(s)	Time	Len	Mar 27	Apr 03	Apr 10	Apr 17	Apr 24	May 01	Spots	W 35-54
											DMA (R)
WBBH	MTWTF--	09:00 am - 10:00 am	30	3	2	(H)	(H)	3	2	10	3.5
WBBH 1stQ 2017 Estimate (sell)											
DT Weekly GRP Total				20.1	16.6	(H)	(H)	20.1	16.6		
DT Spot Total				7	6	(H)	(H)	7	6	26	73.4
EF											
WXCW	-----S	05:00 pm - 06:00 pm	15	1	1	(H)	(H)	1	1	4	0.4
May-2016LS-pa											
WXCW	-----S-	04:00 pm - 05:00 pm	15	1	1	(H)	(H)	1	1	4	0.2
May-2016LS-pa											
WXCW	MTWTF--	04:00 pm - 05:00 pm	15	4	4	(H)	(H)	4	4	16	0.2
May-2016LS-pa											
WXCW	-----S-	06:00 pm - 06:30 pm	15	1	1	(H)	(H)	1	1	4	0.2
May-2016LS-pa											
WXCW	MTWTF--	06:00 pm - 06:30 pm	30	5	5	(H)	(H)	5	5	20	2.1
May-2016LS-pa											
EF Weekly GRP Total				12.1	12.1	(H)	(H)	12.1	12.1		
EF Spot Total				12	12	(H)	(H)	12	12	48	48.4
EM											
WBBH	-----S-	07:00 am - 09:00 am	15	1	1	(H)	(H)	0	1	3	2.3
WBBH 1stQ 2017 Estimate (sell)											
WINK	MTWTF--	06:00 am - 07:00 am	15	4	4	(H)	(H)	4	4	16	2.5
May-2016LS-pa											
WZVN	-----S	07:00 am - 08:00 am	30	1	0	(H)	(H)	1	0	2	1.8
WZVN 1stQ Estimate May x Feb (sell)											
WBBH	-----S-	07:00 am - 09:00 am	30	0	1	(H)	(H)	1	0	2	3.2
WBBH 1stQ 2017 Estimate (sell)											
WBBH	MTWTF--	07:00 am - 09:00 am	30	2	2	(H)	(H)	2	2	8	4.7
WBBH 1stQ 2017 Estimate (sell)											
EM Weekly GRP Total				23.5	24.9	(H)	(H)	24.4	21.7		
EM Spot Total				8	8	(H)	(H)	8	7	31	94.5

TV Spot Calendar By Daypart

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Market: FT. MYERS-NAPLES
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share Sep 16 -> HUT/PUT May 16

Buyer: Mo Quinn
 Estimate: FFTV/2Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 0243, 6800, WZVN, WXCW, WINK, WBBH, WFTX

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Date: 12/7/2016 3:17:00 PM

Weekly Distribution											
DP	Day(s)	Time	Len	Mar 27	Apr 03	Apr 10	Apr 17	Apr 24	May 01	Spots	W 35-54
											DMA (R)
				RTG							
EN											
WZVN	-----S-	06:00 pm - 07:00 pm	15	0	1	(H)	(H)	0	1	2	1.9
WZVN 1stQ Estimate May x Feb (sell)											
WZVN	MTWTF--	06:30 pm - 07:00 pm	15	3	3	(H)	(H)	3	3	12	1.8
WZVN 1stQ Estimate May x Feb (sell)											
WBBH	MTWTF--	06:00 pm - 07:00 pm	15	3	3	(H)	(H)	3	3	12	2.6
WBBH 1stQ 2017 Estimate (sell)											
WBBH	MTWTF--	05:30 pm - 06:00 pm	30	2	2	(H)	(H)	2	2	8	2.9
WBBH 1stQ 2017 Estimate (sell)											
WBBH	MTWTF--	06:00 pm - 07:00 pm	30	1	1	(H)	(H)	1	1	4	3.8
WBBH 1stQ 2017 Estimate (sell)											
EN Weekly GRP Total				22.8	24.7	(H)	(H)	22.8	24.7		
EN Spot Total				9	10	(H)	(H)	9	10	38	95.0
LF											
WFTX	-----S-	11:00 pm - 12:00 am	15	1	0	(H)	(H)	1	1	3	1.1
Q2 2017 EST											
WXCW	-----S-	11:00 pm - 11:30 pm	15	1	1	(H)	(H)	1	1	4	1.2
May-2016LS-pa											
WBBH	-----S-	11:30 pm - 01:00 am	15	1	1	(H)	(H)	1	1	4	1.3
WBBH 1stQ 2017 Estimate (sell)											
WBBH	MTWTF--	11:35 pm - 12:35 am	30	1	1	(H)	(H)	1	1	4	1.8
WBBH 1stQ 2017 Estimate (sell)											
WBBH	-----S-	11:30 pm - 01:00 am	30	1	0	(H)	(H)	1	0	2	1.9
WBBH 1stQ 2017 Estimate (sell)											
LF Weekly GRP Total				7.3	4.3	(H)	(H)	7.3	5.4		
LF Spot Total				5	3	(H)	(H)	5	4	17	24.3
LN											
WBBH	MTWTF--	11:00 pm - 11:30 pm	15	2	2	(H)	(H)	2	2	8	1.8
WBBH 1stQ 2017 Estimate (sell)											
WBBH	MTWTF--	11:00 pm - 11:30 pm	30	1	1	(H)	(H)	1	1	4	2.5
WBBH 1stQ 2017 Estimate (sell)											

TV Spot Calendar By Daypart

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Market: FT. MYERS-NAPLES
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share Sep 16 -> HUT/PUT May 16

Buyer: Mo Quinn
 Estimate: FFTV/2Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 0243, 6800, WZVN, WXCW, WINK, WBBH, WFTX

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Date: 12/7/2016 3:17:00 PM

Weekly Distribution											W 35-54
DP	Day(s)	Time	Len	Mar 27	Apr 03	Apr 10	Apr 17	Apr 24	May 01	Spots	DMA (R) RTG
LN	Weekly GRP Total			6.1	6.1	(H)	(H)	6.1	6.1		
LN	Spot Total			3	3	(H)	(H)	3	3	12	24.4
PA											
WBBH	MTWTF--	07:00 pm - 07:30 pm	15	2	3	(H)	(H)	2	3	10	2.6
	WBBH 1stQ 2017 Estimate (sell)										
WBBH	MTWTF--	07:30 pm - 08:00 pm	30	1	2	(H)	(H)	1	2	6	3.9
	WBBH 1stQ 2017 Estimate (sell)										
PA	Weekly GRP Total			9.1	15.6	(H)	(H)	9.1	15.6		
PA	Spot Total			3	5	(H)	(H)	3	5	16	49.4
PT											
WBBH	-T-----	08:00 pm - 09:00 pm	15	1	0	(H)	(H)	1	0	2	5.1
	WBBH 1stQ 2017 Estimate (sell)										
WBBH	-T-----	10:00 pm - 11:00 pm	15	0	0	(H)	(H)	1	1	2	4.8
	WBBH 1stQ 2017 Estimate (sell)										
WBBH	---T---	09:00 pm - 10:00 pm	15	1	0	(H)	(H)	0	1	2	4.3
	WBBH 1stQ 2017 Estimate (sell)										
WBBH	-T-----	09:00 pm - 10:00 pm	15	0	1	(H)	(H)	0	1	2	6.3
	WBBH 1stQ 2017 Estimate (sell)										
WINK	---T---	08:00 pm - 09:00 pm	15	0	0	(H)	(H)	0	1	1	6.1
	May-2016LS										
WBBH	-T-----	08:00 pm - 09:00 pm	30	0	1	(H)	(H)	0	0	1	7.3
	WBBH 1stQ 2017 Estimate (sell)										
WBBH	-T-----	09:00 pm - 10:00 pm	30	1	0	(H)	(H)	1	0	2	9.0
	WBBH 1stQ 2017 Estimate (sell)										
WBBH	-T-----	09:00 pm - 11:00 pm	30	0	1	(H)	(H)	0	0	1	7.9
	WBBH 1stQ 2017 Estimate (sell)										
PT	Weekly GRP Total			18.4	21.5	(H)	(H)	18.9	21.5		
PT	Spot Total			3	3	(H)	(H)	3	4	13	80.3
	Weekly Schedule			198	199	(H)	(H)	198	201	796	
	Weekly GRP Total			137.7	144.1	(H)	(H)	139.1	142.0		

TV Spot Calendar By Daypart

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Market: FT. MYERS-NAPLES
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share Sep 16 -> HUT/PUT May 16

Buyer: Mo Quinn
 Estimate: FFTV/2Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 0243, 6800, WZVN, WXCW, WINK, WBBH, WFTX

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Date: 12/7/2016 3:17:00 PM

Weekly Distribution											W 35-54
DP	Day(s)	Time	Len	Mar 27	Apr 03	Apr 10	Apr 17	Apr 24	May 01	Spots	DMA (R) RTG

TV Market Summary

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Market: GAINESVILLE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share May 16 -> HUT/PUT May 16

Buyer: Cindy Wade
 Estimate: FFTV/2Q17/FLTV

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Station Summary

Station	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP
0130	200	\$2,848.00	13%	11%	13%	74.0 \$38.49
ECJB CW CW	24	\$96.00	0%	0%	1%	6.0 \$16.00
EGFL	28	\$420.00	2%	2%	2%	10.4 \$40.38
WCJB ABC-T	116	\$9,418.00	42%	36%	49%	274.5 \$34.31
WGFL CBS-T	124	\$4,679.00	21%	18%	20%	114.4 \$40.90
WNBW NBC-T	92	\$2,354.00	11%	9%	7%	37.8 \$62.28
WOGX 51 FOX-T	64	\$2,578.00	12%	10%	8%	46.7 \$55.20
Market	648	\$22,393.00	100%	85%	100%	563.8 \$39.72
Goal		\$26,353.60				560.0 \$47.06

Daypart Summary

DP	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP
EM	24	\$2,464.00	11%	9%	17%	95.0 \$25.94
DT	36	\$1,580.00	7%	6%	13%	74.0 \$21.35
EF	31	\$1,576.00	7%	6%	9%	50.5 \$31.21
EN	38	\$4,146.00	19%	16%	17%	95.0 \$43.64
PA	20	\$1,882.00	8%	7%	9%	49.4 \$38.10
PT	27	\$6,081.00	27%	23%	14%	81.6 \$74.52
LN	23	\$1,288.00	6%	5%	4%	22.3 \$57.76
LF	20	\$528.00	2%	2%	4%	22.0 \$24.00
CA	100	\$2,848.00	13%	11%	13%	74.0 \$38.49
BO	329	\$0.00	0%	0%	0%	0.0 \$0.00

TV Market Summary

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Market: GAINESVILLE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share May 16 -> HUT/PUT May 16

Buyer: Cindy Wade
 Estimate: FFTV/2Q17/FLTV

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Daypart Summary continued...

DP	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP
Market	648	\$22,393.00	100%	85%	100%	563.8 \$39.72
Goal		\$26,353.60				560.0 \$47.06

Length Summary

Len	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP
30	494	\$13,408.00	60%	285.0 \$47.05
15	154	\$8,985.00	40%	278.8 \$32.23
Market	648	\$22,393.00	100%	563.8 \$39.72

Goals Summary

DP	Spots	Goal \$	Est Cost	% of Goal	Goal GRP	Est GRP	% of Goal GRP	Goal CPP	Est CPP	% of Goal CPP
EM	24	\$4,480.11	\$2,464.00	55%	95.0	95.0	100%	\$47.15	\$25.94	55%
DT	36	\$3,425.96	\$1,580.00	46%	73.0	74.0	101%	\$46.93	\$21.35	45%
EF	31	\$2,371.82	\$1,576.00	66%	50.0	50.5	101%	\$47.43	\$31.21	66%
EN	38	\$4,480.11	\$4,146.00	93%	95.0	95.0	100%	\$47.15	\$43.64	93%
PA	20	\$2,371.82	\$1,882.00	79%	50.0	49.4	99%	\$47.43	\$38.10	80%
PT	27	\$7,115.47	\$6,081.00	85%	78.0	81.6	105%	\$91.22	\$74.52	82%
LN	23	\$1,054.14	\$1,288.00	122%	22.0	22.3	101%	\$47.91	\$57.76	121%
LF	20	\$1,054.14	\$528.00	50%	22.0	22.0	100%	\$47.91	\$24.00	50%
CA	100	\$3,689.50	\$2,848.00	77%	73.0	74.0	101%	\$50.54	\$38.49	76%
Total	319	\$30,043.07	\$22,393.00	75%	558.0	563.8	101%	\$53.84	\$39.72	74%

TV Market Summary

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Market: GAINESVILLE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share May 16 -> HUT/PUT May 16

Buyer: Cindy Wade
 Estimate: FFTV/2Q17/FLTV

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Goals Summary continued...

DP	Spots	Goal \$	Est Cost	% of Goal	Goal GRP	Est GRP	% of Goal GRP	Goal CPP	Est CPP	% of Goal CPP
Len										
Total	0	\$0.00	\$0.00	0%	0.0	0.0	0%	\$0.00	\$0.00	0%

Monthly Summary

Month	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP
Apr	485	\$16,913.00	76%	426.2 \$39.68
May	163	\$5,480.00	24%	137.6 \$39.83
Market	648	\$22,393.00	100%	563.8 \$39.72

Weekly Summary

Week	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP
1-Mar 27, 2017	162	\$5,965.00	27%	144.6 \$41.25
2-Apr 03, 2017	162	\$5,411.00	24%	142.6 \$37.95
5-Apr 24, 2017	161	\$5,537.00	25%	139.0 \$39.83
6-May 01, 2017	163	\$5,480.00	24%	137.6 \$39.83
Market	648	\$22,393.00	100%	563.8 \$39.72

TV Market Summary

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Market: GAINESVILLE
Client: Florida Department of Agriculture
Brand: Fresh From Florida
Product: Fresh From Florida
Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
Flight Dates: Mar 27, 2017 - May 07, 2017
Survey: Share May 16 -> HUT/PUT May 16

Buyer: Cindy Wade
Estimate: FFTV/2Q17/FLTV

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Campaign Remarks
Comments

Worksheet Remarks
Comments

TV Spot Calendar By Daypart

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Market: GAINESVILLE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share May 16 -> HUT/PUT May 16

Buyer: Cindy Wade
 Estimate: FFTV/2Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 0130, ECJB, EGFL, WCJB, WGFL, WNBW, WOGX

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Date: 12/7/2016 3:35:33 PM

Weekly Distribution											
DP	Day(s)	Time	Len	Program	Mar 27	Apr 03	Apr 24	May 01	Spots	W 35-54	
										DMA (R)	GRP
EM											
WCJB	MTWTF--	06:00 am - 07:00 am	30	TV20 NW-MRN ED	1	1	1	1	4	31.6	7.9
WCJB	MTWTF--	06:00 am - 07:00 am	15	TV20 NW-MRN ED	2	3	2	3	10	60.0	6.0
WGFL	MTWTF--	06:30 am - 07:00 am	30	CBS MORNING NE	1	0	1	0	2	1.0	0.5
WGFL	MTWTF--	06:30 am - 07:00 am	15	CBS MORNING NE	2	2	2	2	8	2.4	0.3
EM Spot Total					6	6	6	6	24	95.0	95.0
DT											
WCJB	MTWTF--	02:00 pm - 03:00 pm	30	GENERAL HOSPIT	1	1	1	1	4	15.6	3.9
WCJB	MTWTF--	01:00 pm - 02:00 pm	15	THE CHEW	1	1	1	1	4	4.0	1.0
WCJB	MTWTF--	12:00 pm - 12:30 pm	15	TV20 NOON NEWS	1	1	1	1	4	16.4	4.1
WCJB	MTWTF--	09:00 am - 10:00 am	15	THE DOCTORS	1	1	1	1	4	6.0	1.5
WGFL	MTWTF--	12:30 pm - 01:30 pm	15	YOUNG & RE	1	1	1	1	4	6.0	1.5
WGFL	MTWTF--	11:00 am - 12:00 pm	15	THE PRICE IS R	1	1	1	1	4	13.6	3.4
WGFL	MTWTF--	09:00 am - 10:00 am	15	RACHAEL RAY	1	1	1	1	4	4.8	1.2
WNBW	MTWTF--	01:00 pm - 02:00 pm	15	DAYS OF OUR LI	1	1	1	1	4	3.2	0.8
WOGX	MTWTF--	10:00 am - 11:00 am	15	LIVE WITH KELL	1	1	1	1	4	4.4	1.1
DT Spot Total					9	9	9	9	36	74.0	74.0
EF											
WCJB	MTWTF--	05:00 pm - 05:30 pm	30	LIVE AT 5 TV 2	1	0	1	0	2	7.2	3.6
WCJB	MTWTF--	05:30 pm - 06:00 pm	30	TV20 LIVE@530	0	1	0	1	2	9.4	4.7
WCJB	MTWTF--	04:00 pm - 05:00 pm	30	DR PHIL	1	1	1	0	3	2.7	0.9
WGFL	MTWTF--	04:00 pm - 05:00 pm	15	ELLEN DeGENERE	3	3	3	3	12	27.6	2.3
WNBW	MTWTF--	04:00 pm - 04:30 pm	15	FAMILY FEUD	3	3	3	3	12	3.6	0.3
EF Spot Total					8	8	8	7	31	50.5	50.5
EN											
WCJB	MTWTF--	06:00 pm - 06:30 pm	30	TV20 NEWS @6PM	1	1	1	1	4	44.4	11.1
WCJB	MTWTF--	06:00 pm - 06:30 pm	15	TV20 NEWS @6PM	1	1	1	1	4	30.8	7.7
WGFL	MTWTF--	06:00 pm - 06:30 pm	15	CBS4 NEWS @ 6:	2	3	2	3	10	9.0	0.9

TV Spot Calendar By Daypart

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Market: GAINESVILLE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share May 16 -> HUT/PUT May 16

Buyer: Cindy Wade
 Estimate: FFTV/2Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 0130, ECJB, EGFL, WCJB, WGFL, WNBW, WOGX

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Date: 12/7/2016 3:35:34 PM

Weekly Distribution											
DP	Day(s)	Time	Len	Program	Mar 27	Apr 03	Apr 24	May 01	Spots	W 35-54 DMA (R)	
										GRP	RTG
WGFL	MTWTF--	06:00 pm - 06:30 pm	30	CBS4 NEWS @ 6:	1	1	1	1	4	5.2	1.3
WNBW	MTWTF--	06:00 pm - 06:30 pm	30	CBS4 NEWS @ 6:	1	1	1	1	4	2.0	0.5
WNBW	MTWTF--	06:00 pm - 06:30 pm	15	CBS4 NEWS @ 6:	3	3	3	3	12	3.6	0.3
EN Spot Total					9	10	9	10	38	95.0	95.0
PA											
WCJB	MTWTF--	07:00 pm - 07:30 pm	15	ENTERTAINMENT	0	1	1	0	2	9.6	4.8
WGFL	MTWTF--	07:30 pm - 08:00 pm	15	JEOPARDY	2	2	1	1	6	15.0	2.5
WGFL	MTWTF--	07:00 pm - 07:30 pm	15	WHEEL OF FORTU	1	1	1	1	4	7.6	1.9
WOGX	MTWTF--	07:00 pm - 07:30 pm	15	BIG BANG THEOR	1	1	1	1	4	8.0	2.0
WOGX	MTWTF--	07:30 pm - 08:00 pm	15	BIG BANG THEOR	1	1	1	1	4	9.2	2.3
PA Spot Total					5	6	5	4	20	49.4	49.4
PT											
EGFL	M-----	08:00 pm - 09:00 pm	30	LAW & ORDE	1	1	1	1	4	8.0	2.0
EGFL	-----S-	09:00 pm - 10:00 pm	30	CSI: MIAMI	0	1	1	0	2	1.6	0.8
EGFL	---T---	09:00 pm - 10:00 pm	30	THE X-FILES	1	0	0	1	2	0.8	0.4
WCJB	---T---	08:00 pm - 09:00 pm	30	GREYS ANATOMY	1	0	0	0	1	10.6	10.6
WCJB	M-----	08:00 pm - 10:00 pm	30	DANCING WITHH	0	1	0	1	2	10.2	5.1
WGFL	-T-----	08:00 pm - 09:00 pm	30	NCIS	1	0	1	0	2	15.6	7.8
WGFL	M-----	10:00 pm - 11:00 pm	30	SCORPION	0	1	0	0	1	3.3	3.3
WGFL	-----S	09:00 pm - 10:00 pm	30	MADAM SECRETAF	1	0	0	0	1	2.0	2.0
WGFL	----F--	10:00 pm - 11:00 pm	15	BLUE BLOODS	0	0	0	1	1	1.3	1.3
WNBW	M-----	10:00 pm - 11:00 pm	30	TIMELESS	0	0	1	0	1	2.7	2.7
WNBW	-T-----	08:00 pm - 09:00 pm	30	THE VOICE	1	0	0	1	2	5.4	2.7
WNBW	-T-----	09:00 pm - 10:00 pm	30	THIS IS US	0	1	1	1	3	7.5	2.5
WNBW	-T-----	10:00 pm - 11:00 pm	15	CHICAGO FIRE	0	1	0	1	2	2.8	1.4
WNBW	---T---	09:00 pm - 10:00 pm	30	THE BLACKLIST	1	0	0	0	1	3.0	3.0
WNBW	--W----	10:00 pm - 11:00 pm	30	CHICAGO PD	0	0	0	1	1	2.0	2.0
WOGX	---T---	08:00 pm - 09:00 pm	30	MASTERCHEF	0	0	1	0	1	4.8	4.8
PT Spot Total					7	6	6	8	27	81.6	81.6

TV Spot Calendar By Daypart

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Market: GAINESVILLE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share May 16 -> HUT/PUT May 16

Buyer: Cindy Wade
 Estimate: FFTV/2Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 0130, ECJB, EGFL, WCJB, WGFL, WNBW, WOGX

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Date: 12/7/2016 3:35:34 PM

Weekly Distribution											
DP	Day(s)	Time	Len	Program	Mar 27	Apr 03	Apr 24	May 01	Spots	W 35-54	RTG
										DMA (R)	
LN											
WNBW	MTWTF--	11:00 pm - 11:35 pm	30	CBS4 NEWS at 1	1	1	1	1	4	2.0	0.5
WOGX	MTWTF--	10:30 pm - 11:00 pm	15	FOX 35 10:30PM	2	2	2	2	8	10.4	1.3
WOGX	MTWTF--	10:00 pm - 10:30 pm	15	FOX 35 10PM NE	3	2	3	3	11	9.9	0.9
LN Spot Total					6	5	6	6	23	22.3	22.3
LF											
ECJB	MTWTF--	10:00 pm - 11:00 pm	30	SEINFELD	1	1	1	1	4	2.8	0.7
ECJB	MTWTF--	10:00 pm - 11:00 pm	15	SEINFELD	2	2	2	2	8	3.2	0.4
WCJB	MTWTF--	11:35 pm - 12:35 am	15	JIMMY KIMMEL L	1	1	1	1	4	6.4	1.6
WCJB	MTWTF--	11:35 pm - 12:35 am	30	JIMMY KIMMEL L	1	1	1	1	4	9.6	2.4
LF Spot Total					5	5	5	5	20	22.0	22.0
CA											
0130/All Zones	TTC/-SS	09:00 am - 06:00 pm	30	TRAV	2	2	2	2	8	1.6	0.2
0130/All Zones	FOO/MTWTF--	06:00 pm - 12:00 am	30	FOOD	6	6	6	6	24	14.4	0.6
0130/All Zones	FOO/-SS	09:00 am - 06:00 pm	30	FOOD	2	2	2	2	8	5.6	0.7
0130/All Zones	HGT/-SS	06:00 pm - 12:00 am	30	FOOD	2	2	2	2	8	9.6	1.2
0130/All Zones	HGT/MTWTF--	06:00 pm - 12:00 am	30	FOOD	6	6	6	6	24	24.0	1.0
0130/All Zones	HGT/-SS	09:00 am - 06:00 pm	30	HGTV	2	2	2	2	8	8.8	1.1
0130/All Zones	HGT/MTWTF--	09:00 am - 06:00 pm	30	HGTV	5	5	5	5	20	10.0	0.5
CA Spot Total					25	25	25	25	100	74.0	74.0
BO											
0130/All Zones	FOO/MTWTFSS	05:00 am - 12:00 am	30	MATCHING	25	25	25	25	100	0.0	0.0
ECJB	MTWTFSS	05:00 am - 12:00 am	30	MATCHING	3	3	3	3	12	0.0	0.0
EGFL	MTWTFSS	05:00 am - 12:00 am	30	MATCHING	5	5	5	5	20	0.0	0.0
WCJB	MTWTFSS	05:00 am - 12:00 am	30	MATCHING	14	16	14	14	58	0.0	0.0
WGFL	MTWTFSS	05:00 am - 12:00 am	30	MATCHING	16	15	15	15	61	0.0	0.0
WNBW	MTWTFSS	05:00 am - 12:00 am	30	MATCHING	11	11	11	13	46	0.0	0.0

TV Spot Calendar By Daypart

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Market: GAINESVILLE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share May 16 -> HUT/PUT May 16

Buyer: Cindy Wade
 Estimate: FFTV/2Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 0130, ECJB, EGFL, WCJB, WGFL, WNBW, WOGX

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Weekly Distribution											
DP	Day(s)	Time	Len	Program	Mar 27	Apr 03	Apr 24	May 01	Spots	W 35-54 DMA (R)	
										GRP	RTG
WOGX	MTWTFSS	05:00 am - 12:00 am	30	MATCHING	8	7	9	8	32	0.0	0.0
BO Spot Total					82	82	82	83	329	0.0	0.0
Weekly Schedule					162	162	161	163	648	563.8	
Spot Length Breakout											
# Spots											
15					37	40	37	40	154	278.8	
30					125	122	124	123	494	285	

TV Market Summary

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Market: JACKSONVILLE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share September 16 -> HUT/PUT May 16

Buyer: Molly Hefka
 Estimate: FFTV/2Q17/FLTV

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Station Summary

Station	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP	W 35-54 DMA (000) GRI CPM
2116	296	\$900.00	1%	1%	15%	103.6 \$8.69	296.0 \$3.04
7888	192	\$14,560.00	22%	22%	8%	57.6 \$252.78	0.0 \$0.00
EFOX	4	\$260.00	0%	0%	1%	3.6 \$72.22	0.0 \$0.00
WJAX CBS-T	148	\$15,210.00	23%	23%	26%	185.6 \$81.95	72.0 \$211.25
WJXT 4 IND	112	\$12,132.00	18%	18%	22%	153.6 \$78.98	0.0 \$0.00
WJXX 25 ABC-T	72	\$9,440.00	14%	14%	7%	51.4 \$183.66	0.0 \$0.00
WTLV 12 NBC-T	136	\$13,660.00	21%	20%	21%	148.2 \$92.17	72.0 \$189.72
Market	960	\$66,162.00	100%	99%	100%	703.6 \$94.03	440.0 \$150.37
Goal		\$66,708.00				600.0 \$111.18	

Daypart Summary

DP	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP	W 35-54 DMA (000) GRI CPM
EM	40	\$6,940.00	10%	10%	15%	107.6 \$64.50	0.0 \$0.00
DT	48	\$4,840.00	7%	7%	11%	79.2 \$61.11	72.0 \$67.22
EF	28	\$3,460.00	5%	5%	8%	54.4 \$63.60	0.0 \$0.00
EN	36	\$9,164.00	14%	14%	15%	102.8 \$89.14	0.0 \$0.00
PA	20	\$5,528.00	8%	8%	8%	59.6 \$92.75	0.0 \$0.00
PT	26	\$15,150.00	23%	23%	11%	79.6 \$190.33	0.0 \$0.00
LN	12	\$3,300.00	5%	5%	5%	32.4 \$101.85	72.0 \$45.83
LF	28	\$2,320.00	4%	3%	4%	26.8 \$86.57	0.0 \$0.00
CA	244	\$15,460.00	23%	23%	8%	57.6 \$268.40	0.0 \$0.00
BO	478	\$0.00	0%	0%	15%	103.6 \$0.00	296.0 \$0.00

TV Market Summary

powered by SmartPlus®

Market: JACKSONVILLE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share September 16 -> HUT/PUT May 16

Buyer: Molly Hefka
 Estimate: FFTV/2Q17/FLTV

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Daypart Summary continued...

DP	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP	W 35-54 DMA (000) GRI CPM
Market	960	\$66,162.00	100%	99%	100%	703.6 \$94.03	440.0 \$150.37
Goal		\$66,708.00				600.0 \$111.18	

Length Summary

Len	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP	W 35-54 DMA (000) GRI CPM
15	170	\$21,314.00	32%	276.4 \$77.11	72.0 \$296.03
30	790	\$44,848.00	68%	427.2 \$104.98	368.0 \$121.87
Market	960	\$66,162.00	100%	703.6 \$94.03	440.0 \$150.37

Monthly Summary

Month	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP	W 35-54 DMA (000) GRI CPM
Apr	723	\$51,249.00	77%	533.7 \$96.03	330.0 \$155.30
May	237	\$14,913.00	23%	169.9 \$87.78	110.0 \$135.57
Market	960	\$66,162.00	100%	703.6 \$94.03	440.0 \$150.37

Weekly Summary

Week	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP	W 35-54 DMA (000) GRI CPM
1-Mar 27, 2017	241	\$16,818.00	25%	180.1 \$93.38	110.0 \$152.89
2-Apr 03, 2017	239	\$16,413.00	25%	171.2 \$95.87	110.0 \$149.21
3-Apr 10, 2017	(H)	(H)	(H)	(H)	(H)

TV Market Summary

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Market: JACKSONVILLE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share September 16 -> HUT/PUT May 16

Buyer: Molly Hefka
 Estimate: FFTV/2Q17/FLTV

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Weekly Summary continued...

Week	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP	W 35-54 DMA (000) GRI CPM
4-Apr 17, 2017	(H)	(H)	(H)	(H)	(H)
5-Apr 24, 2017	243	\$18,018.00	27%	182.4 \$98.78	110.0 \$163.80
6-May 01, 2017	237	\$14,913.00	23%	169.9 \$87.78	110.0 \$135.57
Market	960	\$66,162.00	100%	703.6 \$94.03	440.0 \$150.37

Campaign Remarks

Comments

Worksheet Remarks

Comments

TV Spot Calendar By Daypart

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Market: JACKSONVILLE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share Sep 16 -> HUT/PUT May 16

Buyer: Molly Hefka
 Estimate: FFTV/2Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 2116, 7888, WJAX, WJXT, WJXX, WTLV, EFOX

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Weekly Distribution

EM	DP	Day(s)	Time	Len	Program	Mar 27	Apr 03	Apr 10	Apr 17	Apr 24	May 01	Spots	W 35-54	RTG
													DMA (R)	
WJAX		MTWTF--	06:00 am - 07:00 am	15	ACTION NEWS JA	2	2	(H)	(H)	2	2	8	9.6	1.2
WJXT		MTWTF--	07:00 am - 09:00 am	15	THE MORNING SH	3	3	(H)	(H)	3	3	12	38.4	3.2
WJXX		MTWTF--	07:00 am - 09:00 am	30	GOOD MORNING A	2	2	(H)	(H)	2	2	8	12.8	1.6
WTLV		MTWTF--	06:00 am - 07:00 am	30	GMJ 6-7A WJXX	3	3	(H)	(H)	3	3	12	46.8	3.9
EM Spot Total						10	10	(H)	(H)	10	10	40	107.6	107.6
DT														
WJAX		MTWTF--	02:00 pm - 03:00 pm	15	THE TALK	2	2	(H)	(H)	2	2	8	15.2	1.9
WJAX		MTWTF--	12:30 pm - 02:00 pm	15	YOUNG-RESTLESS	2	2	(H)	(H)	2	2	8	31.2	3.9
WJXT		MTWTF--	12:00 pm - 12:30 pm	30	CHANNEL 4 NEWS	1	1	(H)	(H)	1	1	4	6.4	1.6
WJXX		MTWTF--	09:00 am - 10:00 am	30	LIVE WITH KELL	3	3	(H)	(H)	3	3	12	14.4	1.2
WJXX		MTWTF--	01:00 pm - 02:00 pm	30	CHEW	2	2	(H)	(H)	2	2	8	4.0	0.5
WTLV		MTWTF--	10:00 am - 11:00 am	30	TODAY SHOW 3	2	2	(H)	(H)	2	2	8	8.0	1.0
DT Spot Total						12	12	(H)	(H)	12	12	48	79.2	79.2
EF														
WJAX		MTWTF--	04:00 pm - 05:00 pm	15	DR PHIL	2	2	(H)	(H)	2	2	8	29.6	3.7
WJXT		MTWTF--	04:00 pm - 05:00 pm	30	DR OZ	2	2	(H)	(H)	2	2	8	12.8	1.6
WTLV		MTWTF--	04:00 pm - 05:00 pm	30	ELLEN	3	3	(H)	(H)	3	3	12	12.0	1.0
EF Spot Total						7	7	(H)	(H)	7	7	28	54.4	54.4
EN														
WJAX		MTWTF--	05:30 pm - 06:00 pm	15	ACTION NEWS AT	3	3	(H)	(H)	3	3	12	32.4	2.7
WJAX		MTWTF--	05:00 pm - 05:30 pm	30	ACTION NEWS AT	2	2	(H)	(H)	2	2	8	23.2	2.9
WJXT		MTWTF--	06:30 pm - 07:00 pm	15	NEWS4JAX AT 6:	2	2	(H)	(H)	2	2	8	24.0	3.0
WTLV		MTWTF--	05:30 pm - 06:00 pm	30	FCN @ 530P WJX	2	2	(H)	(H)	2	2	8	23.2	2.9
EN Spot Total						9	9	(H)	(H)	9	9	36	102.8	102.8
PA														
WJAX		MTWTF--	07:30 pm - 08:00 pm	15	FAMILY FEUD	1	1	(H)	(H)	1	1	4	15.6	3.9
WJXT		MTWTF--	07:00 pm - 07:30 pm	30	ENT. TONIGHT M	2	2	(H)	(H)	2	2	8	24.0	3.0
WJXT		MTWTF--	07:30 pm - 08:00 pm	15	INSIDE EDITION	2	2	(H)	(H)	2	2	8	20.0	2.5

TV Spot Calendar By Daypart

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Market: JACKSONVILLE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share Sep 16 -> HUT/PUT May 16

Buyer: Molly Hefka
 Estimate: FFTV/2Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 2116, 7888, WJAX, WJXT, WJXX, WTLV, EFOX

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Weekly Distribution

DP	Day(s)	Time	Len	Program	Mar 27	Apr 03	Apr 10	Apr 17	Apr 24	May 01	Spots	W 35-54	
												DMA (R)	RTG
PA	Spot Total				5	5	(H)	(H)	5	5	20	59.6	59.6
PT													
EFOX	----F--	09:00 pm - 10:00 pm	15	AMERICAN NINJA	1	1	(H)	(H)	1	1	4	3.6	0.9
WJAX	--W----	08:00 pm - 09:00 pm	15	SURVIVOR	1	0	(H)	(H)	1	0	2	13.6	6.8
WJXT	MTWTF--	09:00 pm - 10:00 pm	15	BIG BANG THEOR	2	2	(H)	(H)	2	2	8	28.0	3.5
WJXX	M-----	08:00 pm - 10:00 pm	30	DWTS	0	0	(H)	(H)	1	0	1	2.3	2.3
WJXX	---T---	08:00 pm - 09:00 pm	30	GREYS ANATOMY	0	1	(H)	(H)	0	1	2	7.0	3.5
WJXX	-----S	10:00 pm - 11:00 pm	30	QUANTICO	0	1	(H)	(H)	0	1	2	5.0	2.5
WJXX	M-----	08:00 pm - 10:00 pm	30	BACHELOR 1/201	1	0	(H)	(H)	1	0	2	4.6	2.3
WJXX	---T---	10:00 pm - 11:00 pm	30	HOW TO GET AWA	0	1	(H)	(H)	0	0	1	1.3	1.3
WTLV	--W----	10:00 pm - 11:00 pm	30	CHICAGO PD	1	0	(H)	(H)	1	0	2	5.4	2.7
WTLV	-T-----	10:00 pm - 11:00 pm	30	CHICAGO FIRE	1	0	(H)	(H)	1	0	2	8.8	4.4
PT	Spot Total				7	6	(H)	(H)	8	5	26	79.6	79.6
LN													
WTLV	MTWTF--	11:00 pm - 11:35 pm	30	FCN TONIGHT WJ	3	3	(H)	(H)	3	3	12	32.4	2.7
LN	Spot Total				3	3	(H)	(H)	3	3	12	32.4	32.4
LF													
WJAX	MTWTF--	11:35 pm - 12:37 am	15	THE LATE SHOW	2	2	(H)	(H)	2	2	8	9.6	1.2
WJAX	MTWTF--	12:37 am - 01:37 am	15	LATE LATE SHOW	2	2	(H)	(H)	2	2	8	5.6	0.7
WTLV	-----S-	11:35 pm - 01:00 am	30	SNL	1	1	(H)	(H)	1	1	4	6.8	1.7
WTLV	MTWTF--	12:37 am - 01:36 am	30	LATE WITH SETH	2	2	(H)	(H)	2	2	8	4.8	0.6
LF	Spot Total				7	7	(H)	(H)	7	7	28	26.8	26.8
CA													
2116/All Zones	FOOD/MTWTFS	06:00 am - 06:00 pm	30	Prime Rotation	5	5	(H)	(H)	5	5	20	0.0	0.0
2116/All Zones	LIF/MTWTFSS	06:00 pm - 12:00 am	30	Prime Rotation	8	8	(H)	(H)	8	8	32	0.0	0.0
2116/All Zones	TLC/MTWTFSS	06:00 pm - 12:00 am	30	Prime Rotation	8	8	(H)	(H)	8	8	32	0.0	0.0
2116/All Zones	HGTV/MTWTFS	06:00 pm - 12:00 am	15	Prime Rotation	8	8	(H)	(H)	8	8	32	0.0	0.0
2116/All Zones	FOOD/MTWTFS	06:00 pm - 12:00 am	15	Prime Rotation	8	8	(H)	(H)	8	8	32	0.0	0.0
7888/All Zones	HGTV/MTWTFS	06:00 pm - 12:00 am	30	Prime Rotation	8	8	(H)	(H)	8	8	32	28.8	0.9

TV Spot Calendar By Daypart

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Market: JACKSONVILLE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share Sep 16 -> HUT/PUT May 16

Buyer: Molly Hefka
 Estimate: FFTV/2Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 2116, 7888, WJAX, WJXT, WJXX, WTLV, EFOX

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Weekly Distribution

DP	Day(s)	Time	Len	Program	Mar	Apr	Apr	Apr	Apr	May	W 35-54		
											Spots	DMA (R)	RTG
7888/All Zones	FOOD/MTWTFSS	06:00 pm - 12:00 am	30	Prime Rotation	8	8	(H)	(H)	8	8	32	19.2	0.6
7888/All Zones	TLC/MTWTFSS	06:00 pm - 12:00 am	30	Prime Rotation	8	8	(H)	(H)	8	8	32	9.6	0.3
CA Spot Total					61	61	(H)	(H)	61	61	244	57.6	57.6
BO													
2116/All Zones	FOOD/MTWTFSS	06:00 am - 12:00 am	30	MATCHING SPOT	37	37	(H)	(H)	37	37	148	103.6	0.7
7888/All Zones	TLC/MTWTFSS	06:00 am - 12:00 am	30	MATCHING SPOTS	24	24	(H)	(H)	24	24	96	0.0	0.0
WJAX	MTWTFSS	06:00 am - 12:00 am	30	MATCHING SPOT	19	18	(H)	(H)	19	18	74	0.0	0.0
WJXT	MTWTFSS	06:00 am - 12:00 am	30	MATCHING SPOT	14	14	(H)	(H)	14	14	56	0.0	0.0
WJXX	MTWTFSS	06:00 am - 12:00 am	30	MATCHING SPOT	8	10	(H)	(H)	9	9	36	0.0	0.0
WTLV	MTWTFSS	06:00 am - 12:00 am	30	MATCHING SPOT	18	16	(H)	(H)	18	16	68	0.0	0.0
BO Spot Total					120	119	(H)	(H)	121	118	478	103.6	103.6
Weekly Schedule					241	239	(H)	(H)	243	237	960	703.6	
Reach % Total													95.2%
Frequency Total													7.4
Spot Length Breakout													
# Spots													
15					43	42	(H)	(H)	43	42	170	276.4	
30					198	197	(H)	(H)	200	195	790	427.2	

TV Market Summary

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Market: MIAMI-FT. LAUDERDALE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share May 16 -> HUT/PUT May 16

Buyer: Mo Quinn
 Estimate: FFTV/2Q17/FLTV

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Station Summary

Station	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP
5407	504	\$57,600.00	15%	17%	11%	84.0 \$685.71
WBFS 33 MY33	112	\$8,300.00	2%	2%	4%	31.2 \$266.03
WFOR 4 CBS-T	150	\$34,300.00	9%	10%	8%	61.4 \$558.63
WLTV 23	42	\$7,865.00	2%	2%	2%	16.4 \$479.57
WPLG 10 ABC-T	472	\$143,650.00	36%	43%	39%	284.4 \$505.10
WSCV 51 TLMN	166	\$56,200.00	14%	17%	15%	113.5 \$495.15
WSFL	80	\$3,950.00	1%	1%	1%	6.8 \$580.88
WSVN 7 FOX-T	54	\$9,800.00	2%	3%	4%	28.6 \$342.66
WTVJ 6	252	\$75,525.00	19%	22%	15%	112.4 \$671.93
Market	1,832	\$397,190.00	100%	118%	100%	738.7 \$537.69
Goal		\$337,410.00				600.0 \$562.35

Daypart Summary

DP	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP
EM	100	\$26,950.00	7%	8%	14%	102.8 \$262.16
DT	92	\$21,550.00	5%	6%	11%	78.8 \$273.48
EF	128	\$17,800.00	4%	5%	7%	52.4 \$339.69
EN	114	\$64,500.00	16%	19%	14%	102.0 \$632.35
PA	44	\$30,600.00	8%	9%	8%	56.0 \$546.43
PT	24	\$74,000.00	19%	22%	11%	79.5 \$930.82
LN	24	\$15,850.00	4%	5%	3%	25.2 \$628.97
LF	31	\$12,275.00	3%	4%	3%	25.0 \$491.00

TV Market Summary

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Market: MIAMI-FT. LAUDERDALE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share May 16 -> HUT/PUT May 16

Buyer: Mo Quinn
 Estimate: FFTV/2Q17/FLTV

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Daypart Summary continued...

DP	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP
CA	252	\$57,600.00	15%	17%	11%	84.0 \$685.71
ES	105	\$76,065.00	19%	23%	18%	133.0 \$571.92
BO	918	\$0.00	0%	0%	0%	0.0 \$0.00
Market	1,832	\$397,190.00	100%	118%	100%	738.7 \$537.69
Goal		\$337,410.00				600.0 \$562.35

Length Summary

Len	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP
30	1,507	\$290,015.00	73%	501.1 \$578.76
15	325	\$107,175.00	27%	237.6 \$451.07
Market	1,832	\$397,190.00	100%	738.7 \$537.69

Goals Summary

DP	Spots	Goal \$	Est Cost	% of Goal	Goal GRP	Est GRP	% of Goal GRP	Goal CPP	Est CPP	% of Goal CPP
EM	100	\$67,482.00	\$26,950.00	40%	102.0	102.8	101%	\$661.58	\$262.16	40%
DT	92	\$50,611.50	\$21,550.00	43%	78.0	78.8	101%	\$648.86	\$273.48	42%
EF	128	\$33,741.00	\$17,800.00	53%	54.0	52.4	97%	\$624.83	\$339.69	54%
EN	114	\$67,482.00	\$64,500.00	96%	102.0	102.0	100%	\$661.58	\$632.35	96%
PA	44	\$33,741.00	\$30,600.00	91%	54.0	56.0	104%	\$624.83	\$546.43	87%
PT	24	\$50,611.50	\$74,000.00	146%	78.0	79.5	102%	\$648.86	\$930.82	143%
LN	24	\$16,870.50	\$15,850.00	94%	24.0	25.2	105%	\$702.93	\$628.97	89%

TV Market Summary

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Market: MIAMI-FT. LAUDERDALE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share May 16 -> HUT/PUT May 16

Buyer: Mo Quinn
 Estimate: FFTV/2Q17/FLTV

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Goals Summary continued...

DP	Spots	Goal \$	Est Cost	% of Goal	Goal GRP	Est GRP	% of Goal GRP	Goal CPP	Est CPP	% of Goal CPP
LF	31	\$16,870.50	\$12,275.00	73%	24.0	25.0	104%	\$702.93	\$491.00	70%
CA	252	\$47,237.40	\$57,600.00	122%	84.0	84.0	100%	\$562.35	\$685.71	122%
Total	809	\$384,647.40	\$321,125.00	83%	600.0	605.7	101%	\$641.08	\$530.17	83%
Len										
Total	0	\$0.00	\$0.00	0%	0.0	0.0	0%	\$0.00	\$0.00	0%

Monthly Summary

Month	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP
Apr	1,367	\$302,167.50	76%	554.3 \$545.13
May	465	\$95,022.50	24%	184.4 \$515.31
Market	1,832	\$397,190.00	100%	738.7 \$537.69

Weekly Summary

Week	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP
1-Mar 27, 2017	457	\$95,877.50	24%	182.7 \$524.78
2-Apr 03, 2017	453	\$96,137.50	24%	183.3 \$524.48
3-Apr 10, 2017	(H)	(H)	(H)	(H)
4-Apr 17, 2017	(H)	(H)	(H)	(H)
5-Apr 24, 2017	457	\$110,152.50	28%	188.3 \$584.98
6-May 01, 2017	465	\$95,022.50	24%	184.4 \$515.31
Market	1,832	\$397,190.00	100%	738.7 \$537.69

TV Market Summary

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Market: MIAMI-FT. LAUDERDALE
Client: Florida Department of Agriculture
Brand: Fresh From Florida
Product: Fresh From Florida
Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
Flight Dates: Mar 27, 2017 - May 07, 2017
Survey: Share May 16 -> HUT/PUT May 16

Buyer: Mo Quinn
Estimate: FFTV/2Q17/FLTV

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Campaign Remarks
Comments

Worksheet Remarks
Comments

TV Spot Calendar By Daypart

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Market: MIAMI-FT. LAUDERDALE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share May 16 -> HUT/PUT May 16

Buyer: Mo Quinn
 Estimate: FFTV/2Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 5407, WSFL, WBFS, WSVN, WTVJ, WFOR, WLTV, WSCV, WPLG

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Weekly Distribution											
DP	Day(s)	Time	Len	Mar 27	Apr 03	Apr 10	Apr 17	Apr 24	May 01	Spots	W 35-54
											DMA (R)
CA											
5407/All Zones	OWN/MTWTFSS	06:00 pm - 12:00 am	30	12	12	(H)	(H)	12	12	48	0.3
	12 MAX										
5407/All Zones	FXNC/MTWTFSS	04:00 pm - 06:00 pm	30	10	10	(H)	(H)	10	10	40	0.2
	12 MAX										
5407/All Zones	HALL/MTWTFSS	06:00 pm - 12:00 am	30	10	10	(H)	(H)	10	10	40	0.2
	12 MAX										
5407/All Zones	ENT/MTWTFSS	06:00 pm - 12:00 am	30	11	11	(H)	(H)	11	11	44	0.4
	12 MAX										
5407/All Zones	CNN/MTWTFSS	06:00 pm - 12:00 am	30	10	10	(H)	(H)	10	10	40	0.4
	12 MAX										
5407/All Zones	FOOD/MTWTFSS	06:00 pm - 12:00 am	30	10	10	(H)	(H)	10	10	40	0.5
	12 MAX										
CA Weekly GRP Total				21.0	21.0	(H)	(H)	21.0	21.0		
CA Spot Total				63	63	(H)	(H)	63	63	252	84.0
BO											
5407/All Zones	FOOD/MTWTFSS	06:00 pm - 12:00 am	30	63	63	(H)	(H)	63	63	252	0.0
	12 MAX										
WSFL	MTWTFSS	06:00 am - 12:00 am	30	11	11	(H)	(H)	11	11	44	0.0
	LPMay-2016LS										
WBFS	MTWTFSS	06:00 am - 12:00 am	30	14	14	(H)	(H)	14	14	56	0.0
WSVN	MTWTFSS	06:00 am - 12:00 am	30	7	7	(H)	(H)	7	6	27	0.0
	2QEST (sell)										
WTVJ	MTWTFSS	06:00 am - 12:00 am	30	31	31	(H)	(H)	30	34	126	0.0
	LPMay-2016L3										
WFOR	MTWTFSS	06:00 am - 12:00 am	30	19	18	(H)	(H)	20	18	75	0.0
WLTV	MTWTFSS	06:00 am - 12:00 am	30	5	5	(H)	(H)	5	6	21	0.0
WSCV	MTWTFSS	06:00 am - 12:00 am	30	20	21	(H)	(H)	21	21	83	0.0
WPLG	MTWTFSS	06:00 am - 12:00 am	30	59	57	(H)	(H)	58	60	234	0.0
	0										
BO Weekly GRP Total				0.0	0.0	(H)	(H)	0.0	0.0		
BO Spot Total				229	227	(H)	(H)	229	233	918	0.0

TV Spot Calendar By Daypart

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Market: MIAMI-FT. LAUDERDALE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share May 16 -> HUT/PUT May 16

Buyer: Mo Quinn
 Estimate: FFTV/2Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 5407, WSFL, WBFS, WSVN, WTVJ, WFOR, WLTV, WSCV, WPLG

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Weekly Distribution											
DP	Day(s)	Time	Len	Mar 27	Apr 03	Apr 10	Apr 17	Apr 24	May 01	Spots	W 35-54
											DMA (R)
DT											
WPLG	MTWTF--	09:00 am - 10:00 am	15	2	2	(H)	(H)	2	2	8	0.9
	LPMay-2016LS										
WTVJ	MTWTF--	01:00 pm - 02:00 pm	15	5	5	(H)	(H)	5	5	20	0.6
	LPMay-2016L3										
WPLG	MTWTF--	01:00 pm - 02:00 pm	15	2	2	(H)	(H)	2	2	8	0.6
	LPMay-2016LS										
WFOR	-----S	10:30 am - 11:00 am	15	1	1	(H)	(H)	1	1	4	0.7
WFOR	MTWTF--	12:30 pm - 02:00 pm	15	4	3	(H)	(H)	4	3	14	0.7
WPLG	MTWTF--	09:00 am - 10:00 am	30	3	3	(H)	(H)	3	3	12	1.3
	LPMay-2016LS										
WPLG	MTWTF--	01:00 pm - 02:00 pm	30	3	3	(H)	(H)	3	3	12	0.9
	LPMay-2016LS										
WPLG	-----S-	09:00 am - 10:30 am	30	0	1	(H)	(H)	0	1	2	0.9
	LPMay-2016LS										
WPLG	MTWTF--	02:00 pm - 03:00 pm	30	2	2	(H)	(H)	2	2	8	1.0
	LPMay-2016LS										
WFOR	-----S	09:00 am - 10:30 am	30	1	1	(H)	(H)	1	1	4	1.5
DT Weekly GRP Total				19.6	19.8	(H)	(H)	19.6	19.8		
DT Spot Total				23	23	(H)	(H)	23	23	92	78.8
EF											
WBFS	-----S-	06:30 pm - 07:00 pm	15	1	1	(H)	(H)	1	1	4	0.2
WBFS	MTWTF--	05:30 pm - 06:00 pm	15	5	5	(H)	(H)	5	5	20	0.4
WPLG	-----S	04:00 pm - 04:30 pm	15	1	1	(H)	(H)	1	1	4	0.4
	2nd Qtr Estimates										
WSFL	-----S	06:00 pm - 07:00 pm	15	1	1	(H)	(H)	1	1	4	0.3
	LPMay-2016LS										
WSFL	MTWTF--	05:00 pm - 05:30 pm	15	5	5	(H)	(H)	5	5	20	0.1
	LPMay-2016LS-LPFeb-2016LS										
WTVJ	MTWTF--	03:00 pm - 04:00 pm	15	5	5	(H)	(H)	5	5	20	0.2
	LPMay-2016L3										

TV Spot Calendar By Daypart

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Market: MIAMI-FT. LAUDERDALE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share May 16 -> HUT/PUT May 16

Buyer: Mo Quinn
 Estimate: FFTV/2Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 5407, WSFL, WBFS, WSVN, WTVJ, WFOR, WLTV, WSCV, WPLG

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Weekly Distribution											
DP	Day(s)	Time	Len	Mar 27	Apr 03	Apr 10	Apr 17	Apr 24	May 01	Spots	W 35-54
											DMA (R)
RTG											
WPLG	-----S	05:30 pm - 06:00 pm	30	1	1	(H)	(H)	1	1	4	0.9
2nd Qtr SD Estimates											
WBFS	MTWTF--	06:30 pm - 07:00 pm	30	5	5	(H)	(H)	5	5	20	0.7
WPLG	-----S	04:30 pm - 05:00 pm	30	1	1	(H)	(H)	1	1	4	0.7
2nd Qtr SD Estimates											
WBFS	MTWTF--	06:00 pm - 06:30 pm	30	3	3	(H)	(H)	3	3	12	0.7
WPLG	-----S	04:00 pm - 04:30 pm	30	1	1	(H)	(H)	1	1	4	0.6
2nd Qtr Estimates											
WSFL	MTWTF--	06:00 pm - 06:30 pm	30	3	3	(H)	(H)	3	3	12	0.3
LPMay-2016LS											
EF Weekly GRP Total				13.1	13.1	(H)	(H)	13.1	13.1		
EF Spot Total				32	32	(H)	(H)	32	32	128	52.4
EM											
WPLG	-----S-	06:00 am - 07:00 am	15	1	1	(H)	(H)	1	1	4	0.6
LPMay-2016LS											
WPLG	MTWTF--	05:00 am - 06:00 am	15	5	5	(H)	(H)	5	5	20	0.6
LPMay-2016LS											
WPLG	MTWTF--	06:00 am - 07:00 am	15	0	5	(H)	(H)	0	5	10	1.0
LPMay-2016LS											
WSVN	MTWTF--	06:00 am - 10:00 am	15	6	6	(H)	(H)	6	6	24	0.8
LPMay-2016LP											
WPLG	-----S-	08:00 am - 09:00 am	15	1	0	(H)	(H)	1	0	2	0.9
LPMay-2016LS											
WPLG	-----S	08:00 am - 09:00 am	15	1	0	(H)	(H)	0	1	2	0.9
LPMay-2016LS											
WPLG	-----S	07:00 am - 08:00 am	15	1	1	(H)	(H)	1	1	4	0.6
LPMay-2016LS											
WPLG	MTWTF--	07:00 am - 09:00 am	30	5	5	(H)	(H)	5	5	20	1.8
LPMay-2016LS											
WPLG	MTWTF--	06:00 am - 07:00 am	30	5	0	(H)	(H)	5	0	10	1.2
LPMay-2016LS											
WPLG	-----S-	08:00 am - 09:00 am	30	1	0	(H)	(H)	0	1	2	1.3

TV Spot Calendar By Daypart

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Market: MIAMI-FT. LAUDERDALE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share May 16 -> HUT/PUT May 16

Buyer: Mo Quinn
 Estimate: FFTV/2Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 5407, WSFL, WBFS, WSVN, WTVJ, WFOR, WLTV, WSCV, WPLG

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Weekly Distribution											
DP	Day(s)	Time	Len	Mar 27	Apr 03	Apr 10	Apr 17	Apr 24	May 01	Spots	W 35-54
											DMA (R)
											RTG
WPLG	LPMay-2016LS										
	-----S	08:00 am - 09:00 am	30	0	1	(H)	(H)	1	0	2	1.3
	LPMay-2016LS										
EM Weekly GRP Total				27.1	24.3	(H)	(H)	26.2	25.2		
EM Spot Total				26	24	(H)	(H)	25	25	100	102.8
EN											
WPLG	-----S	05:00 pm - 05:30 pm	15	1	1	(H)	(H)	1	1	4	0.6
2nd Qtr SD Estimates											
WFOR	MTWTF--	05:00 pm - 05:30 pm	15	5	5	(H)	(H)	5	5	20	0.6
WTVJ	MTWTF--	06:00 pm - 06:30 pm	15	5	5	(H)	(H)	5	5	20	0.6
	LPMay-2016L3										
WTVJ	MTWTF--	06:30 pm - 07:00 pm	15	5	5	(H)	(H)	5	5	20	1.1
	LPMay-2016L3										
WPLG	-----S	06:00 pm - 06:30 pm	30	1	1	(H)	(H)	1	1	4	1.2
2nd Qtr SD Estimates											
WPLG	-----S-	06:00 pm - 06:30 pm	30	1	1	(H)	(H)	1	1	4	0.8
	LPMay-2016LS										
WFOR	MTWTF--	06:00 pm - 06:30 pm	30	5	5	(H)	(H)	5	5	20	0.9
WPLG	MTWTF--	06:00 pm - 06:30 pm	30	5	5	(H)	(H)	5	5	20	1.3
	LPMay-2016LS										
WPLG	-----S	06:00 pm - 06:30 pm	15	1	0	(H)	(H)	0	1	2	0.8
2nd Qtr SD Estimates											
EN Weekly GRP Total				25.9	25.1	(H)	(H)	25.1	25.9		
EN Spot Total				29	28	(H)	(H)	28	29	114	102.0
LF											
WPLG	MTWTF--	12:30 am - 01:00 am	15	2	2	(H)	(H)	2	2	8	0.5
	LPMay-2016LS										
WTVJ	MTWTF--	11:35 pm - 12:37 am	15	0	0	(H)	(H)	0	3	3	0.7
	LPMay-2016L3										
WTVJ	-----S-	11:30 pm - 01:00 am	15	1	0	(H)	(H)	1	1	3	1.0
	LPMay-2016L3										

TV Spot Calendar By Daypart

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Market: MIAMI-FT. LAUDERDALE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share May 16 -> HUT/PUT May 16

Buyer: Mo Quinn
 Estimate: FFTV/2Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 5407, WSFL, WBFS, WSVN, WTVJ, WFOR, WLTV, WSCV, WPLG

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Weekly Distribution											
DP	Day(s)	Time	Len	Mar 27	Apr 03	Apr 10	Apr 17	Apr 24	May 01	Spots	W 35-54
											DMA (R)
WPLG	MTWTF--	11:30 pm - 12:30 am	30	2	2	(H)	(H)	2	2	8	0.8
	LPMay-2016LS										
WTVJ	MTWTF--	11:35 pm - 12:37 am	30	2	2	(H)	(H)	2	2	8	1.0
	LPMay-2016L3										
WTVJ	-----S-	11:30 pm - 01:00 am	30	0	1	(H)	(H)	0	0	1	1.5
	LPMay-2016L3										
LF Weekly GRP Total				5.6	6.1	(H)	(H)	5.6	7.7		
LF Spot Total				7	7	(H)	(H)	7	10	31	25.0
LN											
WPLG	-----S-	11:00 pm - 11:30 pm	15	0	1	(H)	(H)	1	0	2	0.9
	LPMay-2016LS										
WPLG	-----S	11:00 pm - 11:35 pm	15	1	0	(H)	(H)	0	1	2	1.0
	LPMay-2016LS										
WPLG	MTWTF--	11:00 pm - 11:35 pm	15	2	2	(H)	(H)	2	2	8	0.9
	LPMay-2016LS										
WPLG	-----S-	11:00 pm - 11:30 pm	30	1	0	(H)	(H)	0	1	2	1.3
	LPMay-2016LS										
WPLG	-----S	11:00 pm - 11:35 pm	30	0	1	(H)	(H)	1	0	2	1.4
	LPMay-2016LS										
WTVJ	MTWTFSS	11:00 pm - 11:35 pm	30	2	2	(H)	(H)	2	2	8	1.1
	LPMay-2016L3										
LN Weekly GRP Total				6.3	6.3	(H)	(H)	6.3	6.3		
LN Spot Total				6	6	(H)	(H)	6	6	24	25.2
PA											
WFOR	MTWTF--	07:30 pm - 08:00 pm	15	3	3	(H)	(H)	3	3	12	0.8
WTVJ	MTWTF--	07:00 pm - 08:00 pm	15	4	4	(H)	(H)	4	4	16	1.0
	LPMay-2016L3										
WPLG	MTWTF--	07:00 pm - 07:30 pm	30	4	4	(H)	(H)	4	4	16	1.9
	LPMay-2016LS										
PA Weekly GRP Total				14.0	14.0	(H)	(H)	14.0	14.0		
PA Spot Total				11	11	(H)	(H)	11	11	44	56.0

TV Spot Calendar By Daypart

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Market: MIAMI-FT. LAUDERDALE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share May 16 -> HUT/PUT May 16

Buyer: Mo Quinn
 Estimate: FFTV/2Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 5407, WSFL, WBFS, WSVN, WTVJ, WFOR, WLTV, WSCV, WPLG

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Date: 12/7/2016 3:26:06 PM

Weekly Distribution											
DP	Day(s)	Time	Len	Mar 27	Apr 03	Apr 10	Apr 17	Apr 24	May 01	Spots	W 35-54 DMA (R) RTG
PT											
WPLG	-----S LPMay-2016LS	10:00 pm - 11:00 pm	15	0	1 (H)	(H)		1	0	2	2.9
WSVN	--W---- 2QEST (sell)	08:00 pm - 09:00 pm	15	1	0 (H)	(H)		1	0	2	2.9
WTVJ	M----- LPMay-2016L3	08:00 pm - 10:00 pm	15	1	0 (H)	(H)		0	1	2	3.0
WPLG	---T--- LPMay-2016LS	08:00 pm - 09:00 pm	15	1	0 (H)	(H)		0	1	2	3.3
WPLG	M----- LPMay-2016LS	08:00 pm - 10:00 pm	15	1	0 (H)	(H)		0	1	2	2.5
WPLG	---T--- LPMay-2016LS	09:00 pm - 10:00 pm	15	0	0 (H)	(H)		1	0	1	3.5
WTVJ	-T----- LPMay-2016L3	08:00 pm - 09:00 pm	15	0	1 (H)	(H)		0	1	2	2.7
WSVN	--W---- 2QEST (sell)	08:00 pm - 09:00 pm	30	0	1 (H)	(H)		0	0	1	3.6
WTVJ	M----- LPMay-2016L3	08:00 pm - 10:00 pm	30	0	1 (H)	(H)		1	0	2	4.0
WPLG	-----S LPMay-2016LS	10:00 pm - 11:00 pm	30	0	0 (H)	(H)		0	1	1	4.0
WPLG	---T--- LPMay-2016LS	08:00 pm - 09:00 pm	30	0	1 (H)	(H)		1	0	2	4.2
WTVJ	M----- LPMay-2016L3	10:00 pm - 11:00 pm	30	1	0 (H)	(H)		0	0	1	3.6
WPLG	M----- LPMay-2016LS	08:00 pm - 10:00 pm	30	0	1 (H)	(H)		0	0	1	3.5
WPLG	-----S LPMay-2016LS	08:00 pm - 09:00 pm	30	0	0 (H)	(H)		0	1	1	2.4
WFOR	---T--- LPMay-2016LS	08:00 pm - 08:30 pm	30	0	0 (H)	(H)		1	0	1	3.2
WPLG	---T--- LPMay-2016LS	09:00 pm - 10:00 pm	30	1	0 (H)	(H)		0	0	1	4.7

TV Spot Calendar By Daypart

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Market: MIAMI-FT. LAUDERDALE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share May 16 -> HUT/PUT May 16

Buyer: Mo Quinn
 Estimate: FFTV/2Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 5407, WSFL, WBFS, WSVN, WTVJ, WFOR, WLTV, WSCV, WPLG

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Weekly Distribution											
DP	Day(s)	Time	Len	Mar	Apr	Apr	Apr	Apr	May	Spots	W 35-54
				27	03	10	17	24	01		DMA (R)
PT	Weekly GRP Total			20.0	20.9	(H)	(H)	20.7	17.9		RTG
PT	Spot Total			6	6	(H)	(H)	6	6	24	79.5
ES											
WSCV	MTWTF--	05:00 am - 06:00 am 30		5	5	(H)	(H)	5	5	20	0.5
WLTV	-----S	10:00 am - 11:00 am 30		0	1	(H)	(H)	0	1	2	1.4
WSCV	MTWTF--	02:00 pm - 03:00 pm 30		3	3	(H)	(H)	3	3	12	1.5
WSCV	MTWTF--	12:00 pm - 02:00 pm 30		3	3	(H)	(H)	3	3	12	1.5
WSCV	MTWTF--	10:30 am - 12:00 pm 30		3	3	(H)	(H)	3	3	12	1.0
WSCV	MTWTF--	07:00 am - 10:00 am 30		3	3	(H)	(H)	3	3	12	1.0
WLTV	MTWTF--	06:00 am - 07:00 am 30		3	2	(H)	(H)	3	3	11	0.8
WLTV	MTWTF--	12:00 pm - 12:30 pm 30		2	2	(H)	(H)	2	2	8	0.6
WSCV	-----S-	06:00 pm - 07:00 pm 30		1	1	(H)	(H)	1	1	4	1.8
WSCV	MTWTF--	11:00 pm - 11:35 pm 30		2	2	(H)	(H)	2	2	8	3.6
WSCV	-----S	11:00 pm - 11:30 pm 30		0	1	(H)	(H)	0	1	2	2.0
WSCV	MTWTF--	07:00 pm - 08:00 pm 30		0	0	(H)	(H)	1	0	1	3.5
WPLG	-----S	03:30 pm - 06:00 pm 30		0	0	(H)	(H)	1	0	1	3.1
	4/30										
ES	Weekly GRP Total			30.1	32.7	(H)	(H)	36.7	33.5		
ES	Spot Total			25	26	(H)	(H)	27	27	105	133.0
Weekly Schedule				457	453	(H)	(H)	457	465	1832	
Weekly GRP Total				182.7	183.3	(H)	(H)	188.3	184.4		

TV Market Summary

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Market: MOBILE-PENSACOLA (FT WALT)
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share September 16 -> HUT/PUT May 16

Buyer: Molly Hefka
 Estimate: FFTV/2Q17/FLTV

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Station Summary

Station	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP	W 35-54 DMA (000) GRI CPM
6588	320	\$4,736.00	10%	10%	0%	0.0 \$0.00	0.0 \$0.00
6589	304	\$4,880.00	11%	11%	13%	71.2 \$68.54	0.0 \$0.00
WALA 10 FOX-T	32	\$2,800.00	6%	6%	8%	43.2 \$64.81	80.0 \$35.00
WEAR 3 ABC-T	132	\$17,360.00	38%	38%	30%	169.2 \$102.60	288.0 \$60.28
WJTC 44 IND	36	\$270.00	1%	1%	1%	7.2 \$37.50	0.0 \$0.00
WKRG 5 CBS-T	44	\$2,980.00	6%	6%	10%	53.8 \$55.39	88.0 \$33.86
WPMI 15 NBC-T	208	\$12,950.00	28%	28%	38%	213.8 \$60.57	276.0 \$46.92
Market	1,076	\$45,976.00	100%	100%	100%	558.4 \$82.34	732.0 \$62.81
Goal		\$46,116.00				560.0 \$82.35	

Daypart Summary

DP	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP	W 35-54 DMA (000) GRI CPM
EM	40	\$3,900.00	8%	8%	17%	94.4 \$41.31	168.0 \$23.21
DT	44	\$2,960.00	6%	6%	14%	75.6 \$39.15	132.0 \$22.42
EF	40	\$2,220.00	5%	5%	9%	49.6 \$44.76	72.0 \$30.83
EN	40	\$7,780.00	17%	17%	17%	97.2 \$80.04	164.0 \$47.44
PA	18	\$4,590.00	10%	10%	7%	40.8 \$112.50	0.0 \$0.00
PT	12	\$9,910.00	22%	21%	10%	56.8 \$174.47	100.0 \$99.10
LN	16	\$3,560.00	8%	8%	8%	42.4 \$83.96	48.0 \$74.17
LF	16	\$1,440.00	3%	3%	5%	30.4 \$47.37	48.0 \$30.00
CA	312	\$9,616.00	21%	21%	13%	71.2 \$135.06	0.0 \$0.00
BO	538	\$0.00	0%	0%	0%	0.0 \$0.00	0.0 \$0.00

TV Market Summary

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Market: MOBILE-PENSACOLA (FT WALT)
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share September 16 -> HUT/PUT May 16

Buyer: Molly Hefka
 Estimate: FFTV/2Q17/FLTV

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Daypart Summary continued...

DP	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP	W 35-54 DMA (000) GRI CPM
Market	1,076	\$45,976.00	100%	100%	100%	558.4 \$82.34	732.0 \$62.81
Goal		\$46,116.00				560.0 \$82.35	

Length Summary

Len	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP	W 35-54 DMA (000) GRI CPM
30	908	\$28,856.00	63%	278.6 \$103.58	288.0 \$100.19
15	168	\$17,120.00	37%	279.8 \$61.19	444.0 \$38.56
Market	1,076	\$45,976.00	100%	558.4 \$82.34	732.0 \$62.81

Monthly Summary

Month	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP	W 35-54 DMA (000) GRI CPM
Apr	806	\$35,187.00	77%	421.8 \$83.42	555.0 \$63.40
May	270	\$10,789.00	23%	136.6 \$78.98	177.0 \$60.95
Market	1,076	\$45,976.00	100%	558.4 \$82.34	732.0 \$62.81

Weekly Summary

Week	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP	W 35-54 DMA (000) GRI CPM
1-Mar 27, 2017	268	\$11,714.00	25%	137.3 \$85.32	179.0 \$65.44
2-Apr 03, 2017	266	\$10,609.00	23%	134.4 \$78.94	175.0 \$60.62
3-Apr 10, 2017	(H)	(H)	(H)	(H)	(H)

TV Market Summary

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Market: MOBILE-PENSACOLA (FT WALT)
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share September 16 -> HUT/PUT May 16

Buyer: Molly Hefka
 Estimate: FFTV/2Q17/FLTV

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Weekly Summary continued...

Week	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP	W 35-54 DMA (000) GRI CPM
4-Apr 17, 2017	(H)	(H)	(H)	(H)	(H)
5-Apr 24, 2017	272	\$12,864.00	28%	150.1 \$85.70	201.0 \$64.00
6-May 01, 2017	270	\$10,789.00	23%	136.6 \$78.98	177.0 \$60.95
Market	1,076	\$45,976.00	100%	558.4 \$82.34	732.0 \$62.81

Campaign Remarks

Comments

Worksheet Remarks

Comments

TV Spot Calendar By Daypart

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Market: MOBILE-PENSACOLA (FT WALT)
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share Sep 16 -> HUT/PUT May 16

Buyer: Molly Hefka
 Estimate: FFTV/2Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 6588, 6589, WALA, WEAR, WJTC, WKRG, WPMI

Chernoff Newman, L.L.C
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Weekly Distribution

EM	DP	Day(s)	Time	Len	Program	Mar 27	Apr 03	Apr 10	Apr 17	Apr 24	May 01	Spots	W 35-54	
													DMA (R)	RTG
WEAR		MTWTF--	06:00 am - 07:00 am	30	AM NEWS 6-7	2	2	(H)	(H)	2	2	8	37.6	4.7
WKRG		MTWTF--	06:00 am - 07:00 am	30	WKRG NEWS AT 6	2	2	(H)	(H)	2	2	8	18.4	2.3
WPMI		MTWTF--	06:00 am - 07:00 am	15	Local 15 News	3	3	(H)	(H)	3	3	12	19.2	1.6
WPMI		MTWTF--	07:00 am - 09:00 am	15	Today Show	3	3	(H)	(H)	3	3	12	19.2	1.6
EM Spot Total						10	10	(H)	(H)	10	10	40	94.4	94.4
DT														
WEAR		MTWTF--	09:00 am - 10:00 am	15	RACHEL RAY	3	3	(H)	(H)	3	3	12	22.8	1.9
WEAR		MTWTF--	03:00 pm - 04:00 pm	15	ELLEN	2	2	(H)	(H)	2	2	8	13.6	1.7
WPMI		MTWTF--	11:00 am - 12:00 pm	15	Live With Kell	2	2	(H)	(H)	2	2	8	12.0	1.5
WPMI		MTWTF--	10:00 am - 11:00 am	30	Today Show III	2	2	(H)	(H)	2	2	8	15.2	1.9
WPMI		MTWTF--	01:00 pm - 02:00 pm	15	Days of Our Li	2	2	(H)	(H)	2	2	8	12.0	1.5
DT Spot Total						11	11	(H)	(H)	11	11	44	75.6	75.6
EF														
WEAR		MTWTF--	04:00 pm - 05:00 pm	15	CH 3 NEWS @4	3	3	(H)	(H)	3	3	12	19.2	1.6
WJTC		MTWTF--	05:00 pm - 05:30 pm	15	Modern Family	4	4	(H)	(H)	4	4	16	6.4	0.4
WKRG		MTWTF--	04:00 pm - 05:00 pm	30	BIG BANG THEOR	3	3	(H)	(H)	3	3	12	24.0	2.0
EF Spot Total						10	10	(H)	(H)	10	10	40	49.6	49.6
EN														
WALA		MTWTF--	05:00 pm - 05:30 pm	30	FOX10 NEWS @ 5	4	4	(H)	(H)	4	4	16	43.2	2.7
WEAR		MTWTF--	05:30 pm - 06:00 pm	15	WORLD NEWS	3	3	(H)	(H)	3	3	12	31.2	2.6
WPMI		MTWTF--	05:00 pm - 05:30 pm	15	Local 15 News	3	3	(H)	(H)	3	3	12	22.8	1.9
EN Spot Total						10	10	(H)	(H)	10	10	40	97.2	97.2
PA														
WJTC		MTWTF--	06:00 pm - 06:30 pm	15	Modern Family	0	0	(H)	(H)	0	2	2	0.8	0.4
WPMI		MTWTF--	06:30 pm - 06:58 pm	30	Entertainment	4	4	(H)	(H)	4	4	16	40.0	2.5
PA Spot Total						4	4	(H)	(H)	4	6	18	40.8	40.8
PT														

TV Spot Calendar By Daypart

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Market: MOBILE-PENSACOLA (FT WALT)
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share Sep 16 -> HUT/PUT May 16

Buyer: Molly Hefka
 Estimate: FFTV/2Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 6588, 6589, WALA, WEAR, WJTC, WKRG, WPMI

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Weekly Distribution

DP	Day(s)	Time	Len	Program	Mar 27	Apr 03	Apr 10	Apr 17	Apr 24	May 01	Spots	W 35-54	
												GRP	RTG
WEAR	---T---	07:00 pm - 08:00 pm 30		GREYS ANATO	0	1	(H)	(H)	0	1	2	7.0	3.5
WEAR	M-----	07:00 pm - 09:00 pm 30		BACHELOR	1	0	(H)	(H)	1	0	2	7.4	3.7
WEAR	---T---	09:00 pm - 10:00 pm 30		GETAWAY MURDEI	1	0	(H)	(H)	1	0	2	3.2	1.6
WKRG	--W----	07:00 pm - 08:00 pm 30		SURVIVOR	0	1	(H)	(H)	1	0	2	11.4	5.7
WPMI	-T-----	08:00 pm - 09:00 pm 15		This is Us	1	0	(H)	(H)	1	0	2	13.6	6.8
WPMI	-T-----	06:58 pm - 09:00 pm 15		The Voice	0	0	(H)	(H)	1	1	2	14.2	7.1
PT Spot Total					3	2	(H)	(H)	5	2	12	56.8	56.8
LN													
WEAR	MTWTF--	10:00 pm - 10:35 pm 15		CH 3 NEWS @ 10	2	2	(H)	(H)	2	2	8	27.2	3.4
WPMI	MTWTF--	10:00 pm - 10:35 pm 15		Local 15 news	2	2	(H)	(H)	2	2	8	15.2	1.9
LN Spot Total					4	4	(H)	(H)	4	4	16	42.4	42.4
LF													
WPMI	MTWTF--	10:35 pm - 11:37 pm 15		Tonight Show w	4	4	(H)	(H)	4	4	16	30.4	1.9
LF Spot Total					4	4	(H)	(H)	4	4	16	30.4	30.4
CA													
6588/All Zones	HGTV/MTWTFS	06:00 pm - 12:00 am 30		HGTV	8	8	(H)	(H)	8	8	32	0.0	0.0
6588/All Zones	TRAV/MTWTFS	06:00 pm - 12:00 am 30		TRAVEL	6	6	(H)	(H)	6	6	24	0.0	0.0
6588/All Zones	TRAV/-----SS	09:00 am - 06:00 pm 30		TRAVEL	2	2	(H)	(H)	2	2	8	0.0	0.0
6588/All Zones	FOOD/MTWTFS	06:00 pm - 12:00 am 30		FOOD	8	8	(H)	(H)	8	8	32	0.0	0.0
6588/All Zones	FOOD/-----SS	09:00 am - 06:00 pm 30		FOOD	4	4	(H)	(H)	4	4	16	0.0	0.0
6588/All Zones	LIF/MTWTFSS	06:00 pm - 12:00 am 30		LIFE	6	6	(H)	(H)	6	6	24	0.0	0.0
6588/All Zones	LIF/-----SS	09:00 am - 06:00 pm 30		LIFE	2	2	(H)	(H)	2	2	8	0.0	0.0
6588/All Zones	HGTV/-----SS	09:00 am - 06:00 pm 30		HGTV	4	4	(H)	(H)	4	4	16	0.0	0.0
6589/All Zones	HGTV/-----SS	09:00 am - 06:00 pm 30		HGTV	4	4	(H)	(H)	4	4	16	9.6	0.6
6589/All Zones	LIF/-----SS	09:00 am - 06:00 pm 30		LIFE	2	2	(H)	(H)	2	2	8	4.0	0.5
6589/All Zones	TRAV/MTWTFS	06:00 pm - 12:00 am 30		TRAVEL	6	6	(H)	(H)	6	6	24	9.6	0.4
6589/All Zones	FOOD/MTWTFS	06:00 pm - 12:00 am 30		FOOD	8	8	(H)	(H)	8	8	32	12.8	0.4
6589/All Zones	FOOD/-----SS	09:00 am - 06:00 pm 30		FOOD	4	4	(H)	(H)	4	4	16	6.4	0.4
6589/All Zones	LIF/MTWTFSS	06:00 pm - 12:00 am 30		LIFE	6	6	(H)	(H)	6	6	24	12.0	0.5
6589/All Zones	HGTV/MTWTFS	06:00 pm - 12:00 am 30		HGTV	6	6	(H)	(H)	6	6	24	14.4	0.6

TV Spot Calendar By Daypart

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Market: MOBILE-PENSACOLA (FT WALT)
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share Sep 16 -> HUT/PUT May 16

Buyer: Molly Hefka
 Estimate: FFTV/2Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 6588, 6589, WALA, WEAR, WJTC, WKRG, WPMI

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Weekly Distribution

DP	Day(s)	Time	Len	Program	Mar	Apr	Apr	Apr	Apr	May	Spots	W 35-54	
												GRP	RTG
6589/All Zones	TRAV/-----SS	09:00 am - 06:00 pm	30	TRAVEL	2	2	(H)	(H)	2	2	8	2.4	0.3
CA Spot Total					78	78	(H)	(H)	78	78	312	71.2	71.2
BO													
6588/All Zones	HGTV/MTWTFS	06:00 am - 12:00 am	30	MATCHING SPOT	40	40	(H)	(H)	40	40	160	0.0	0.0
6589/All Zones	HGTV/MTWTFS	06:00 am - 12:00 am	30	MATCHING SPOT	38	38	(H)	(H)	38	38	152	0.0	0.0
WALA	MTWTFSS	06:00 am - 12:00 am	30	MATCHING SPOT	4	4	(H)	(H)	4	4	16	0.0	0.0
WEAR	MTWTFSS	06:00 am - 12:00 am	30	MATCHING SPOT	17	16	(H)	(H)	17	16	66	0.0	0.0
WJTC	MTWTFSS	06:00 am - 12:00 am	15	MATCHING SPOT	4	4	(H)	(H)	4	6	18	0.0	0.0
WKRG	MTWTFSS	06:00 am - 12:00 am	30	MATCHING SPOT	5	6	(H)	(H)	6	5	22	0.0	0.0
WPMI	MTWTFSS	06:00 am - 12:00 am	30	MATCHING SPOT	26	25	(H)	(H)	27	26	104	0.0	0.0
BO Spot Total					134	133	(H)	(H)	136	135	538	0.0	0.0
Weekly Schedule					268	266	(H)	(H)	272	270	1076	558.4	
Reach % Total													93%
Frequency Total													6
Spot Length Breakout													
# Spots													
15					41	40	(H)	(H)	42	45	168	279.8	
30					227	226	(H)	(H)	230	225	908	278.6	

TV Market Summary

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Market: ORLANDO-DAYTONA BCH-MELBR
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share May 16 -> HUT/PUT May 16

Buyer: Sara Anders
 Estimate: FFTV/2Q17/FLTV

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Date: 12/2/2016 1:43:40 PM

Station Summary

Station	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP	W 35-54 DMA (000) GRI CPM
6767	168	\$21,140.00	9%	11%	11%	75.6 \$279.63	196.0 \$107.86
BH-6767-INTER	56	\$2,380.00	1%	1%	1%	8.4 \$283.33	28.0 \$85.00
NCC-1155	96	\$720.00	0%	0%	1%	4.8 \$150.00	0.0 \$0.00
WESH 2 NBC-T	72	\$26,138.00	11%	13%	9%	64.4 \$405.87	186.0 \$140.53
WFTV ABC-T	288	\$74,230.00	31%	38%	32%	225.6 \$329.03	1,119.0 \$66.34
WKMG CBS-T	154	\$42,554.00	18%	22%	18%	129.4 \$328.86	634.0 \$67.12
WOFL 35 FOX-T	174	\$15,711.00	6%	8%	9%	60.3 \$260.55	296.0 \$53.08
WOTF	40	\$3,000.00	1%	2%	1%	10.0 \$300.00	0.0 \$0.00
WRBW MY	64	\$2,608.00	1%	1%	2%	14.0 \$186.29	72.0 \$36.22
WRDQ IND	40	\$7,380.00	3%	4%	3%	20.8 \$354.81	104.0 \$70.96
WTMO TLMN	84	\$17,200.00	7%	9%	5%	34.0 \$505.88	129.0 \$133.33
WVEN UNIV	192	\$29,700.00	12%	15%	7%	52.4 \$566.79	64.0 \$464.06
Market	1,428	\$242,761.00	100%	123%	100%	699.7 \$346.95	2,828.0 \$85.84
Goal		\$197,646.00				600.0 \$329.41	

Daypart Summary

DP	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP	W 35-54 DMA (000) GRI CPM
EM	96	\$29,540.00	12%	15%	15%	102.4 \$288.48	500.0 \$59.08
DT	52	\$12,681.00	5%	6%	12%	80.9 \$156.75	389.0 \$32.60
EF	48	\$9,908.00	4%	5%	5%	37.2 \$266.34	132.0 \$75.06
EN	76	\$37,280.00	15%	19%	14%	97.2 \$383.54	488.0 \$76.39
PA	48	\$20,584.00	8%	10%	8%	57.6 \$357.36	284.0 \$72.48

TV Market Summary

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Market: ORLANDO-DAYTONA BCH-MELBR
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share May 16 -> HUT/PUT May 16

Buyer: Sara Anders
 Estimate: FFTV/2Q17/FLTV

Chernoff Newman, L.L.C
 1411 Gervais St., 5th Floor
 Columbia, SC 29201
 803.254.8158

Date: 12/2/2016 1:43:40 PM

Daypart Summary continued...

DP	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP	W 35-54 DMA (000) GRI CPM
PT	26	\$40,048.00	16%	20%	12%	86.2 \$464.59	360.0 \$111.24
LN	24	\$11,300.00	5%	6%	4%	28.4 \$397.89	136.0 \$83.09
LF	26	\$7,280.00	3%	4%	4%	24.6 \$295.94	122.0 \$59.67
CA	160	\$24,240.00	10%	12%	13%	88.8 \$272.97	224.0 \$108.21
ES	158	\$49,900.00	21%	25%	14%	96.4 \$517.63	193.0 \$258.55
BO	714	\$0.00	0%	0%	0%	0.0 \$0.00	0.0 \$0.00
Market	1,428	\$242,761.00	100%	123%	100%	699.7 \$346.95	2,828.0 \$85.84
Goal		\$197,646.00				600.0 \$329.41	

Length Summary

Len	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP	W 35-54 DMA (000) GRI CPM
30	1,219	\$168,110.00	69%	460.0 \$365.46	1,675.0 \$100.36
15	209	\$74,651.00	31%	239.7 \$311.44	1,153.0 \$64.75
Market	1,428	\$242,761.00	100%	699.7 \$346.95	2,828.0 \$85.84

Monthly Summary

Month	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP	W 35-54 DMA (000) GRI CPM
Apr	1,072	\$184,314.00	76%	527.6 \$349.34	2,120.0 \$86.94
May	356	\$58,447.00	24%	172.1 \$339.61	708.0 \$82.55
Market	1,428	\$242,761.00	100%	699.7 \$346.95	2,828.0 \$85.84

TV Market Summary

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Market: ORLANDO-DAYTONA BCH-MELBR
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share May 16 -> HUT/PUT May 16

Buyer: Sara Anders
 Estimate: FFTV/2Q17/FLTV

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Weekly Summary

Week	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP	W 35-54 DMA (000) GRI CPM
1-Mar 27, 2017	358	\$58,322.00	24%	173.9 \$335.38	687.0 \$84.89
2-Apr 03, 2017	354	\$61,242.00	25%	173.1 \$353.80	712.0 \$86.01
3-Apr 10, 2017	(H)	(H)	(H)	(H)	(H)
4-Apr 17, 2017	(H)	(H)	(H)	(H)	(H)
5-Apr 24, 2017	360	\$64,750.00	27%	180.6 \$358.53	721.0 \$89.81
6-May 01, 2017	356	\$58,447.00	24%	172.1 \$339.61	708.0 \$82.55
Market	1,428	\$242,761.00	100%	699.7 \$346.95	2,828.0 \$85.84

Campaign Remarks

Comments

Worksheet Remarks

Comments

TV Spot Calendar By Daypart

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Market: ORLANDO-DAYTONA BCH-MELBR
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 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
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Buyer: Sara Anders
 Estimate: FFTV/2Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 6767, BH-6767-INTER, NCC-1155, WESH, WFTV, WKMG, WOFL,
 WOTF, WRBW, WRDQ, WTMO, WVEN

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Date: 12/2/2016 1:42:48 PM

Weekly Distribution

EM	DP	Day(s)	Time	Len	Program	Mar 27	Apr 03	Apr 10	Apr 17	Apr 24	May 01	Spots	W 35-54	
													DMA (R)	RTG
WESH		MTWTF--	05:00 am - 06:00 am	30	WESH2 NEWS - 5	1	1	(H)	(H)	1	1	4	2.4	0.6
WFTV		----S-	06:00 am - 07:00 am	30	EWN THIS MORNI	2	2	(H)	(H)	2	2	8	12.8	1.6
WFTV		MTWTF--	05:30 am - 06:00 am	15	EWN THIS MORNI	3	3	(H)	(H)	3	3	12	14.4	1.2
WFTV		MTWTF--	06:00 am - 07:00 am	15	EWN THIS MORNI	2	2	(H)	(H)	2	2	8	14.4	1.8
WFTV		MTWTF--	06:00 am - 07:00 am	30	EWN THIS MORNI	1	1	(H)	(H)	1	1	4	10.0	2.5
WFTV		MTWTF--	07:00 am - 09:00 am	15	GMA	3	3	(H)	(H)	3	3	12	14.4	1.2
WFTV		MTWTF--	07:00 am - 09:00 am	30	GMA	1	1	(H)	(H)	1	1	4	6.8	1.7
WKMG		MTWTF--	05:00 am - 05:30 am	30	NEWS 6 AT 5AM	2	2	(H)	(H)	2	2	8	4.8	0.6
WKMG		-----S	06:00 am - 08:30 am	30	NEWS 6 SUN MOR	1	1	(H)	(H)	1	1	4	2.0	0.5
WOFL		MTWTF--	06:00 am - 07:00 am	30	GOOD DAY ORL@€	3	3	(H)	(H)	3	3	12	8.4	0.7
WOFL		MTWTF--	06:00 am - 07:00 am	15	GOOD DAY ORL@€	2	2	(H)	(H)	2	2	8	4.0	0.5
WOFL		MTWTF--	07:00 am - 08:00 am	15	GOOD DAY ORL@7	2	2	(H)	(H)	2	2	8	4.8	0.6
WOFL		MTWTF--	07:00 am - 08:00 am	30	GOOD DAY ORL@7	1	1	(H)	(H)	1	1	4	3.2	0.8
EM Spot Total						24	24	(H)	(H)	24	24	96	102.4	102.4
DT														
WFTV		MTWTF--	02:00 pm - 03:00 pm	30	GENERAL HOSPIT	1	1	(H)	(H)	1	1	4	16.0	4.0
WFTV		MTWTF--	02:00 pm - 03:00 pm	15	GENERAL HOSPIT	1	1	(H)	(H)	1	1	4	11.2	2.8
WFTV		MTWTF--	01:00 pm - 02:00 pm	15	THE CHEW	2	1	(H)	(H)	1	1	5	5.0	1.0
WFTV		MTWTF--	11:00 am - 12:00 pm	15	THE VIEW	1	1	(H)	(H)	1	1	4	4.4	1.1
WKMG		MTWTF--	12:30 pm - 02:00 pm	30	CBS SOAPS: Y&a	1	1	(H)	(H)	1	1	4	8.8	2.2
WKMG		MTWTF--	12:30 pm - 02:00 pm	15	CBS SOAPS: Y&a	3	3	(H)	(H)	3	3	12	18.0	1.5
WOFL		MTWTF--	10:00 am - 11:00 am	15	WENDY WILLIAMS	3	3	(H)	(H)	2	3	11	9.9	0.9
WOFL		MTWTF--	10:00 am - 11:00 am	30	WENDY WILLIAMS	1	1	(H)	(H)	1	1	4	5.2	1.3
WOFL		MTWTF--	09:00 am - 10:00 am	15	GOOD DAY ORL@€	1	1	(H)	(H)	1	1	4	2.4	0.6
DT Spot Total						14	13	(H)	(H)	12	13	52	80.9	80.9
EF														
WESH		MTWTF--	03:00 pm - 04:00 pm	15	ELLEN DEGENERE	2	2	(H)	(H)	2	2	8	8.0	1.0
WESH		MTWTF--	03:00 pm - 04:00 pm	30	ELLEN DEGENERE	2	2	(H)	(H)	2	2	8	12.0	1.5
WFTV		MTWTF--	04:00 pm - 05:00 pm	15	EWN 4PM	2	2	(H)	(H)	2	2	8	6.4	0.8
WRBW		MTWTF--	05:00 pm - 06:00 pm	30	HARRY!	3	3	(H)	(H)	3	3	12	6.0	0.5

TV Spot Calendar By Daypart

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 Flight Dates: Mar 27, 2017 - May 07, 2017
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 Station(s): 6767, BH-6767-INTER, NCC-1155, WESH, WFTV, WKMG, WOFL,
 WOTF, WRBW, WRDQ, WTMO, WVEN

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Date: 12/2/2016 1:42:48 PM

Weekly Distribution

DP	Day(s)	Time	Len	Program	Mar 27	Apr 03	Apr 10	Apr 17	Apr 24	May 01	W 35-54		
											Spots	DMA (R) GRP	RTG
WRBW	MTWTF--	04:00 pm - 05:00 pm	30	WENDY WILLIAM	3	3	(H)	(H)	3	3	12	4.8	0.4
EF Spot Total					12	12	(H)	(H)	12	12	48	37.2	37.2
EN													
WESH	MTWTF--	06:00 pm - 06:30 pm	15	WESH2 NEWS - 6	2	2	(H)	(H)	2	2	8	8.0	1.0
WFTV	MTWTF--	05:00 pm - 06:00 pm	15	EWN 5/530PM	2	2	(H)	(H)	2	2	8	8.0	1.0
WFTV	MTWTF--	06:00 pm - 06:30 pm	30	EWN 6PM	2	2	(H)	(H)	2	2	8	16.0	2.0
WFTV	MTWTF--	06:00 pm - 06:30 pm	15	EWN 6PM	2	2	(H)	(H)	2	2	8	11.2	1.4
WKMG	MTWTF--	06:00 pm - 06:30 pm	15	NEWS 6 AT 6PM	2	2	(H)	(H)	2	2	8	9.6	1.2
WKMG	MTWTF--	06:30 pm - 07:00 pm	30	CBS EVENING NE	1	1	(H)	(H)	1	1	4	7.6	1.9
WKMG	-----S	06:30 pm - 07:00 pm	30	NEWS 6 AT 6:30	1	1	(H)	(H)	1	1	4	5.6	1.4
WKMG	MTWTF--	06:00 pm - 06:30 pm	30	NEWS 6 AT 6PM	2	2	(H)	(H)	2	2	8	13.6	1.7
WKMG	MTWTF--	06:30 pm - 07:00 pm	15	CBS EVENING NE	2	2	(H)	(H)	2	2	8	10.4	1.3
WOFL	MTWTF--	06:00 pm - 07:00 pm	30	FOX35 6P NEWS	3	3	(H)	(H)	3	3	12	7.2	0.6
EN Spot Total					19	19	(H)	(H)	19	19	76	97.2	97.2
PA													
WFTV	MTWTF--	07:30 pm - 08:00 pm	15	WHEEL OF FORTU	2	2	(H)	(H)	2	2	8	13.6	1.7
WFTV	MTWTF--	07:30 pm - 08:00 pm	30	WHEEL OF FORTU	1	1	(H)	(H)	1	1	4	9.6	2.4
WFTV	MTWTF--	07:00 pm - 07:30 pm	15	JEOPARDY	1	1	(H)	(H)	1	1	4	7.2	1.8
WOFL	MTWTF--	07:00 pm - 07:30 pm	30	MODERN FAM	2	2	(H)	(H)	2	2	8	5.6	0.7
WOFL	MTWTF--	07:00 pm - 07:30 pm	15	MODERN FAM	2	2	(H)	(H)	2	2	8	4.0	0.5
WRDQ	MTWTF--	07:30 pm - 08:00 pm	15	FAMILY FEUD	2	2	(H)	(H)	2	2	8	7.2	0.9
WRDQ	MTWTF--	07:30 pm - 08:00 pm	30	FAMILY FEUD	2	2	(H)	(H)	2	2	8	10.4	1.3
PA Spot Total					12	12	(H)	(H)	12	12	48	57.6	57.6
PT													
WESH	--W----	09:00 pm - 10:00 pm	30	LAW & ORDE	1	0	(H)	(H)	1	0	2	12.0	6.0
WESH	---T---	09:00 pm - 10:00 pm	15	CHICAGO MED	0	0	(H)	(H)	1	1	2	7.0	3.5
WESH	-T-----	10:00 pm - 11:00 pm	30	CHICAGO FIRE	0	1	(H)	(H)	0	1	2	12.0	6.0
WFTV	---T---	10:00 pm - 11:00 pm	15	HOW TO GET AWA	0	0	(H)	(H)	0	1	1	4.8	4.8
WFTV	---T---	08:00 pm - 09:00 pm	30	GREY'S ANATOMY	0	0	(H)	(H)	1	0	1	8.2	8.2
WFTV	-----S	10:00 pm - 11:00 pm	30	QUANTICO	0	0	(H)	(H)	1	0	1	4.4	4.4

TV Spot Calendar By Daypart

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Weekly Distribution

DP	Day(s)	Time	Len	Program	Mar 27	Apr 03	Apr 10	Apr 17	Apr 24	May 01	W 35-54		
											Spots	DMA (R) GRP	RTG
WKMG	--W----	08:00 pm - 09:00 pm	30	SURVIVOR	0	1	(H)	(H)	0	0	1	8.3	8.3
WKMG	--W----	10:00 pm - 11:00 pm	30	CRIM MINDS: BE	1	0	(H)	(H)	0	0	1	7.0	7.0
WKMG	-----S	08:00 pm - 11:00 pm	30	ACM AWARDS 201	0	1	(H)	(H)	0	0	1	5.8	5.8
WKMG	-T-----	08:00 pm - 09:00 pm	30	NCIS	0	0	(H)	(H)	0	1	1	4.8	4.8
WKMG	-----S	09:00 pm - 10:00 pm	30	MADAM SECRETAF	1	0	(H)	(H)	0	0	1	5.5	5.5
WRBW	--W----	09:00 pm - 10:00 pm	15	MARVEL AGENTS	1	1	(H)	(H)	1	1	4	1.2	0.3
WRBW	---T---	08:00 pm - 09:00 pm	30	XFILES	1	1	(H)	(H)	1	1	4	2.0	0.5
WRDQ	MTWTF--	08:00 pm - 09:00 pm	30	STEVE HARVEY S	1	1	(H)	(H)	1	1	4	3.2	0.8
PT Spot Total					6	6	(H)	(H)	7	7	26	86.2	86.2
LN													
WFTV	MTWTFSS	11:00 pm - 11:35 pm	15	EWN AT 11P	1	1	(H)	(H)	1	1	4	5.2	1.3
WKMG	MTWTF--	11:00 pm - 11:35 pm	30	NEWS 6 AT 11P	1	1	(H)	(H)	1	1	4	7.2	1.8
WKMG	MTWTF--	11:00 pm - 11:35 pm	15	NEWS 6 AT 11P	2	2	(H)	(H)	2	2	8	10.4	1.3
WOFL	MTWTF--	10:00 pm - 11:00 pm	15	10P NEWS	1	1	(H)	(H)	1	1	4	2.4	0.6
WOFL	MTWTF--	10:00 pm - 11:00 pm	30	10P NEWS	1	1	(H)	(H)	1	1	4	3.2	0.8
LN Spot Total					6	6	(H)	(H)	6	6	24	28.4	28.4
LF													
WESH	-----S-	11:30 pm - 01:00 am	15	SATURDAY NIGHT	1	0	(H)	(H)	1	0	2	3.0	1.5
WFTV	MTWTF--	11:35 pm - 12:35 am	15	JIMMY KIMMEL L	2	2	(H)	(H)	2	2	8	6.4	0.8
WFTV	MTWTF--	11:35 pm - 12:35 am	30	JIMMY KIMMEL L	1	1	(H)	(H)	1	1	4	4.4	1.1
WFTV	MTWTF--	12:35 am - 01:05 am	15	NIGHTLINE	1	1	(H)	(H)	1	1	4	2.8	0.7
WFTV	MTWTF--	12:35 am - 01:05 am	30	NIGHTLINE	2	2	(H)	(H)	2	2	8	8.0	1.0
LF Spot Total					7	6	(H)	(H)	7	6	26	24.6	24.6
CA													
6767/All Zones	OXY/-----SS	09:00 am - 06:00 pm	30	OXYGEN	7	7	(H)	(H)	7	7	28	8.4	0.3
6767/All Zones	HGT/-----SS	09:00 am - 06:00 pm	30	HGTV	7	7	(H)	(H)	7	7	28	33.6	1.2
6767/All Zones	HGT/M-W-F--	06:00 pm - 12:00 am	30	HGTV	7	7	(H)	(H)	7	7	28	33.6	1.2
BH-6767-INTER/All Zo	LIF/-----SS	09:00 am - 06:00 pm	30	LIFETIME	7	7	(H)	(H)	7	7	28	8.4	0.3
NCC-1155/All Zones	CC/-----SS	09:00 am - 06:00 pm	30	COOKING CHANNE	6	6	(H)	(H)	6	6	24	2.4	0.1
NCC-1155/All Zones	CC/MTWTFSS	06:00 pm - 12:00 am	30	COOKING CHANNE	6	6	(H)	(H)	6	6	24	2.4	0.1

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Weekly Distribution

DP	Day(s)	Time	Len	Program	Mar 27	Apr 03	Apr 10	Apr 17	Apr 24	May 01	Spots	W 35-54	
												DMA (R) GRP	RTG
CA	Spot Total				40	40	(H)	(H)	40	40	160	88.8	88.8
BO													
6767/All Zones	HGT/MTWTFSS	06:00 am - 12:00 am	30	HGTV	21	21	(H)	(H)	21	21	84	0.0	0.0
BH-6767-INTER/All Zo	LIF/MTWTFSS	06:00 am - 12:00 am	30	MATCHING	7	7	(H)	(H)	7	7	28	0.0	0.0
NCC-1155/All Zones	CC/MTWTFSS	06:00 am - 12:00 am	30	ALL NETWORKS	12	12	(H)	(H)	12	12	48	0.0	0.0
WESH	MTWTFSS	06:00 am - 12:00 am	30	MATCHING	9	8	(H)	(H)	10	9	36	0.0	0.0
WFTV	MTWTFSS	06:00 am - 12:00 am	30	MATCHING	36	35	(H)	(H)	37	36	144	0.0	0.0
WKMG	MTWTFSS	05:30 am - 01:00 am	30	MATCHING	20	20	(H)	(H)	18	19	77	0.0	0.0
WOFL	MTWTFSS	06:00 am - 12:00 am	30	MATCHING	22	22	(H)	(H)	21	22	87	0.0	0.0
WOTF	MTWTFSS	06:00 am - 12:00 am	30	MATCHING	5	5	(H)	(H)	5	5	20	0.0	0.0
WRBW	MTWTFSS	06:00 am - 12:00 am	30	MATCHING	8	8	(H)	(H)	8	8	32	0.0	0.0
WRDQ	MTWTFSS	06:00 am - 12:00 am	30	MATCHING	5	5	(H)	(H)	5	5	20	0.0	0.0
WTMO	MTWTFSS	06:00 am - 12:00 am	30	MATCHING	10	10	(H)	(H)	12	10	42	0.0	0.0
WVEN	MTWTFSS	06:00 am - 12:00 am	30	MATCHING	24	24	(H)	(H)	24	24	96	0.0	0.0
BO	Spot Total				179	177	(H)	(H)	180	178	714	0.0	0.0
ES													
WOTF	MTWTF--	03:00 pm - 04:00 pm	30	CASOS DE FAMIL	5	5	(H)	(H)	5	5	20	10.0	0.5
WTMO	---T---	08:00 pm - 11:00 pm	30	PREMIOS BILLBO	0	0	(H)	(H)	1	0	1	3.0	3.0
WTMO	-----S-	01:00 pm - 03:00 pm	30	CINE DE LA TAR	0	1	(H)	(H)	0	1	2	0.8	0.4
WTMO	---T---	07:00 pm - 08:00 pm	30	ALFOMBRA ROJA	0	0	(H)	(H)	1	0	1	2.0	2.0
WTMO	-----S	10:00 pm - 11:00 pm	30	DON FRANCISCO	1	1	(H)	(H)	1	1	4	4.0	1.0
WTMO	MTWTF--	04:00 pm - 05:00 pm	30	AL ROJO VIVO	3	3	(H)	(H)	3	3	12	8.4	0.7
WTMO	MTWTF--	05:00 pm - 06:00 pm	30	SUELTA LA SOPA	3	3	(H)	(H)	3	3	12	9.6	0.8
WTMO	-----S-	03:00 pm - 05:00 pm	30	CINE DE LA TAR	1	1	(H)	(H)	1	1	4	1.6	0.4
WTMO	-----S	02:30 pm - 05:00 pm	30	GRAN CINE 2	1	0	(H)	(H)	1	0	2	0.6	0.3
WTMO	-----S	05:00 pm - 05:30 pm	30	NOTICIERO TELE	1	1	(H)	(H)	1	1	4	4.0	1.0
WVEN	MTWTF--	11:00 am - 12:00 pm	30	NOVELA	3	3	(H)	(H)	3	3	12	4.8	0.4
WVEN	MTWTF--	02:00 pm - 03:00 pm	30	NOVELA	4	4	(H)	(H)	4	4	16	8.0	0.5
WVEN	MTWTF--	12:00 pm - 02:00 pm	30	DESTILO AMOR	4	4	(H)	(H)	4	4	16	6.4	0.4
WVEN	MTWTF--	08:00 pm - 09:00 pm	30	NOVELA	3	3	(H)	(H)	3	3	12	13.2	1.1
WVEN	MTWTF--	05:00 pm - 06:00 pm	30	PRIMER IMPACTO	3	3	(H)	(H)	3	3	12	6.0	0.5

TV Spot Calendar By Daypart

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Market: ORLANDO-DAYTONA BCH-MELBR
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share May 16 -> HUT/PUT May 16

Buyer: Sara Anders
 Estimate: FFTV/2Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 6767, BH-6767-INTER, NCC-1155, WESH, WFTV, WKMG, WOFL,
 WOTF, WRBW, WRDQ, WTMO, WVEN

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Date: 12/2/2016 1:42:48 PM

Weekly Distribution

DP	Day(s)	Time	Len	Program	Mar	Apr	Apr	Apr	Apr	May	W 35-54		RTG	
											Spots	DMA (R) GRP		
WVEN	MTWTF--	03:00 pm - 04:00 pm	30	NOVELA	4	4	(H)	(H)	4	4	16	8.0	0.5	
WVEN	MTWTF--	11:00 pm - 11:30 pm	30	NOTICIAS FL CE	3	3	(H)	(H)	3	3	12	6.0	0.5	
ES Spot Total					39	39	(H)	(H)	41	39	158	96.4	96.4	
Weekly Schedule					358	354	(H)	(H)	360	356	1428	699.7		
Reach % Total													99%	
Frequency Total													7.1	
Spot Length Breakout														
# Spots														
15					53	51	(H)	(H)	52	53	209	239.7		
30					305	303	(H)	(H)	308	303	1219	460		

TV Market Summary

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Market: PANAMA CITY
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share May 16 -> HUT/PUT May 16

Buyer: Sam Bond
 Estimate: FFTV/2Q17/FLTV

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Station Summary

Station	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP
0310	264	\$1,684.00	10%	9%	9%	49.6 \$33.95
8665	192	\$1,200.00	7%	6%	0%	0.0 \$0.00
WECP	74	\$1,527.00	9%	8%	4%	22.6 \$67.57
WJHG 7 NBC-T	174	\$6,230.00	35%	32%	37%	208.2 \$29.92
WMBB 13 ABC-T	264	\$5,260.00	30%	27%	42%	235.8 \$22.31
WPGX 28 FOX-T	48	\$1,750.00	10%	9%	8%	44.8 \$39.06
Market	1,016	\$17,651.00	100%	89%	100%	561.0 \$31.46
Goal		\$19,768.00				560.0 \$35.30

Daypart Summary

DP	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP
EM	68	\$1,252.00	7%	6%	17%	97.2 \$12.88
DT	64	\$1,020.00	6%	5%	13%	73.2 \$13.93
EF	48	\$1,010.00	6%	5%	11%	60.0 \$16.83
EN	28	\$3,300.00	19%	17%	18%	101.8 \$32.42
PA	28	\$1,700.00	10%	9%	9%	52.4 \$32.44
PT	24	\$4,745.00	27%	24%	13%	75.6 \$62.76
LN	8	\$1,180.00	7%	6%	5%	30.8 \$38.31
LF	12	\$560.00	3%	3%	4%	20.4 \$27.45
CA	228	\$2,884.00	16%	15%	9%	49.6 \$58.15
BO	508	\$0.00	0%	0%	0%	0.0 \$0.00
Market	1,016	\$17,651.00	100%	89%	100%	561.0 \$31.46

TV Market Summary

powered by SmartPlus®

Market: PANAMA CITY
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share May 16 -> HUT/PUT May 16

Buyer: Sam Bond
 Estimate: FFTV/2Q17/FLTV

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Daypart Summary continued...

DP	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP
Goal		\$19,768.00				560.0 \$35.30

Length Summary

Len	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP
30	828	\$11,319.00	64%	286.3 \$39.54
15	188	\$6,332.00	36%	274.7 \$23.05
Market	1,016	\$17,651.00	100%	561.0 \$31.46

Monthly Summary

Month	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP
Apr	762	\$13,354.50	76%	419.3 \$31.85
May	254	\$4,296.50	24%	141.7 \$30.32
Market	1,016	\$17,651.00	100%	561.0 \$31.46

Weekly Summary

Week	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP
1-Mar 27, 2017	254	\$4,121.50	23%	137.2 \$30.04
2-Apr 03, 2017	254	\$4,671.50	26%	140.4 \$33.27
3-Apr 10, 2017	(H)	(H)	(H)	(H)
4-Apr 17, 2017	(H)	(H)	(H)	(H)

TV Market Summary

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Market: PANAMA CITY
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share May 16 -> HUT/PUT May 16

Buyer: Sam Bond
 Estimate: FFTV/2Q17/FLTV

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Weekly Summary continued...

Week	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP
5-Apr 24, 2017	254	\$4,561.50	26%	141.7 \$32.19
6-May 01, 2017	254	\$4,296.50	24%	141.7 \$30.32
Market	1,016	\$17,651.00	100%	561.0 \$31.46

Campaign Remarks

Comments

Worksheet Remarks

Comments

TV Spot Calendar By Daypart

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Market: PANAMA CITY
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share May 16 -> HUT/PUT May 16

Buyer: Sam Bond
 Estimate: FFTV/2Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 0310, 8665, WECP, WJHG, WMBB, WPGX

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Weekly Distribution														
EM	DP	Day(s)	Time	Len	Program	Mar	Apr	Apr	Apr	Apr	May	Spots	W 35-54	CPP
						27	03	10	17	24	01		DMA (R)	
WECP		MTWTF--	07:00 am - 09:00 am	30	CBS THIS MORNI	2	2	(H)	(H)	2	2	8	0.3	16.67
WECP		MTWTF--	07:00 am - 09:00 am	15	CBS THIS MORNI	6	6	(H)	(H)	6	6	24	0.2	15.00
WJHG		MTWTF--	07:00 am - 09:00 am	30	TODAY SHOW	2	2	(H)	(H)	2	2	8	3.0	18.33
WMBB		MTWTF--	06:00 am - 07:00 am	15	WMBB 6A NEWS	2	2	(H)	(H)	2	2	8	2.0	12.50
WMBB		MTWTF--	07:00 am - 09:00 am	15	GOOD MORNING A	5	5	(H)	(H)	5	5	20	2.5	10.00
EM Weekly GRP Total						24.3	24.3	(H)	(H)	24.3	24.3			
EM Spot Total						17	17	(H)	(H)	17	17	68	97.2	12.88
DT														
WJHG		MTWTF--	09:00 am - 11:00 am	30	TODAY SHOW II	5	5	(H)	(H)	5	5	20	2.0	15.00
WJHG		MTWTF--	02:00 pm - 03:00 pm	15	DOCTORS	3	3	(H)	(H)	3	3	12	0.6	16.67
WMBB		MTWTF--	11:00 am - 12:00 pm	15	WMBB MIDDAY NE	5	5	(H)	(H)	5	5	20	0.7	10.71
WMBB		MTWTF--	01:00 pm - 02:00 pm	15	GENERAL HOSPIT	3	3	(H)	(H)	3	3	12	1.0	12.50
DT Weekly GRP Total						18.3	18.3	(H)	(H)	18.3	18.3			
DT Spot Total						16	16	(H)	(H)	16	16	64	73.2	13.93
EF														
WJHG		MTWTF--	04:00 pm - 04:30 pm	30	FAMILY FEUD	4	4	(H)	(H)	4	4	16	1.7	20.59
WMBB		MTWTF--	04:00 pm - 05:00 pm	15	DR. PHIL 4P	5	5	(H)	(H)	5	5	20	1.1	13.64
WMBB		MTWTF--	03:00 pm - 04:00 pm	15	DR OZ 3P	3	3	(H)	(H)	3	3	12	0.9	13.89
EF Weekly GRP Total						15.0	15.0	(H)	(H)	15.0	15.0			
EF Spot Total						12	12	(H)	(H)	12	12	48	60.0	16.83
EN														
WJHG		MTWTF--	06:00 pm - 06:30 pm	30	NEWSCHANNEL7-	2	2	(H)	(H)	2	2	8	5.0	46.00
WMBB		MTWTF--	06:00 pm - 06:30 pm	30	WMBB 6P NEWS	1	1	(H)	(H)	0	0	2	4.5	31.11
WMBB		MTWTF--	06:00 pm - 06:30 pm	15	WMBB 6P NEWS	2	2	(H)	(H)	3	3	10	3.2	21.88
WMBB		MTWTF--	05:00 pm - 05:30 pm	15	WMBB 5P NEWS	2	2	(H)	(H)	2	2	8	2.6	23.08
EN Weekly GRP Total						26.1	26.1	(H)	(H)	24.8	24.8			
EN Spot Total						7	7	(H)	(H)	7	7	28	101.8	32.42
PA														

TV Spot Calendar By Daypart

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Market: PANAMA CITY
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share May 16 -> HUT/PUT May 16

Buyer: Sam Bond
 Estimate: FFTV/2Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 0310, 8665, WECP, WJHG, WMBB, WPGX

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Weekly Distribution

DP	Day(s)	Time	Len	Program	Mar 27	Apr 03	Apr 10	Apr 17	Apr 24	May 01	W 35-54		
											Spots	DMA (R) RTG	CPP
WMBB	MTWTF--	06:30 pm - 07:00 pm	15	ENTERTAINMENT	2	2	(H)	(H)	2	2	8	1.6	31.25
WPGX	MTWTF--	06:30 pm - 07:00 pm	15	BIG BANG THEOR	2	2	(H)	(H)	2	2	8	1.8	27.78
WPGX	MTWTF--	06:00 pm - 06:30 pm	30	BIG BANG THEOR	3	3	(H)	(H)	3	3	12	2.1	35.71
PA Weekly GRP Total					13.1	13.1	(H)	(H)	13.1	13.1			
PA Spot Total					7	7	(H)	(H)	7	7	28	52.4	32.44
PT													
WECP	-----S	07:00 pm - 08:00 pm	30	NCIS: LA	0	1	(H)	(H)	0	0	1	2.0	67.50
WECP	--W----	07:00 pm - 08:00 pm	15	SURVIVOR	1	0	(H)	(H)	1	0	2	2.2	63.64
WECP	---T---	07:00 pm - 07:30 pm	30	BIG BANG THEOR	0	1	(H)	(H)	1	0	2	4.5	111.11
WJHG	--W----	07:00 pm - 08:00 pm	15	BLINDSPOT	0	1	(H)	(H)	0	0	1	4.6	71.74
WJHG	-T-----	07:00 pm - 08:00 pm	30	THE VOICE	0	0	(H)	(H)	1	1	2	7.0	42.86
WMBB	-T-----	07:00 pm - 07:30 pm	15	THE MIDDLE 7P	1	0	(H)	(H)	0	0	1	2.5	40.00
WMBB	---T---	07:00 pm - 08:00 pm	15	GREY'S ANATOMY	0	1	(H)	(H)	1	0	2	2.5	50.00
WMBB	-T-----	07:00 pm - 07:30 pm	30	THE MIDDLE 7P	0	0	(H)	(H)	0	1	1	3.5	57.14
WMBB	---T---	07:00 pm - 08:00 pm	30	GREY'S ANATOMY	1	0	(H)	(H)	0	1	2	3.5	71.43
WMBB	---T---	09:00 pm - 10:00 pm	30	HOW TO GET AWA	0	1	(H)	(H)	1	0	2	3.5	57.14
WMBB	M-----	07:00 pm - 09:00 pm	15	DANCING WITH T	1	0	(H)	(H)	0	1	2	3.2	46.88
WMBB	---T---	09:00 pm - 10:00 pm	15	HOW TO GET AWA	1	0	(H)	(H)	0	1	2	2.5	40.00
WPGX	--W----	07:00 pm - 08:00 pm	15	MASTERCHEF	0	0	(H)	(H)	1	1	2	1.3	80.77
WPGX	-T-----	07:00 pm - 08:30 pm	15	AMERICAN IDOL:	1	1	(H)	(H)	0	0	2	1.3	92.31
PT Weekly GRP Total					15.2	18.4	(H)	(H)	21.0	21.0			
PT Spot Total					6	6	(H)	(H)	6	6	24	75.6	62.76
LN													
WJHG	MTWTF--	10:00 pm - 10:35 pm	15	NEWSCHANNEL 7	1	1	(H)	(H)	1	1	4	3.2	37.50
WJHG	MTWTF--	10:00 pm - 10:35 pm	30	NEWSCHANNEL 7	1	1	(H)	(H)	1	1	4	4.5	38.89
LN Weekly GRP Total					7.7	7.7	(H)	(H)	7.7	7.7			
LN Spot Total					2	2	(H)	(H)	2	2	8	30.8	38.31
LF													
WJHG	MTWTF--	10:35 pm - 11:35 pm	30	TONITE SHW-NBC	1	1	(H)	(H)	1	1	4	2.1	28.57
WJHG	MTWTF--	10:35 pm - 11:35 pm	15	TONITE SHW-NBC	2	2	(H)	(H)	2	2	8	1.5	26.67

TV Spot Calendar By Daypart

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Market: PANAMA CITY
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share May 16 -> HUT/PUT May 16

Buyer: Sam Bond
 Estimate: FFTV/2Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 0310, 8665, WECP, WJHG, WMBB, WPGX

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				Weekly Distribution						W 35-54			
DP	Day(s)	Time	Len	Program	Mar	Apr	Apr	Apr	Apr	May	Spots	DMA (R)	CPP
					27	03	10	17	24	01		RTG	
LF Weekly GRP Total					5.1	5.1	(H)	(H)	5.1	5.1			
LF Spot Total					3	3	(H)	(H)	3	3	12	20.4	27.45
CA													
0310/All Zones		FOOD/MTWTFSS 07:00 pm - 12:00 am 30			10	10	(H)	(H)	10	10	40	0.2	80.00
0310/All Zones		HGTV/MTWTF-- 04:00 pm - 07:00 pm 30			5	5	(H)	(H)	5	5	20	0.4	12.50
0310/All Zones		FOOD/-----SS 09:00 am - 04:00 pm 30			4	4	(H)	(H)	4	4	16	0.5	20.00
0310/All Zones		HGTV/-----SS 09:00 am - 04:00 pm 30			4	4	(H)	(H)	4	4	16	0.6	6.67
0310/All Zones		HGTV/MTWTFSS 07:00 pm - 12:00 am 30			10	10	(H)	(H)	10	10	40	0.4	45.00
8665/All Zones		HGTV/-----SS 09:00 am - 04:00 pm 30			4	4	(H)	(H)	4	4	16	0.0	0.00
8665/All Zones		FOOD/MTWTFSS 07:00 pm - 12:00 am 30			10	10	(H)	(H)	10	10	40	0.0	0.00
8665/All Zones		HGTV/MTWTFSS 07:00 pm - 12:00 am 30			10	10	(H)	(H)	10	10	40	0.0	0.00
CA Weekly GRP Total					12.4	12.4	(H)	(H)	12.4	12.4			
CA Spot Total					57	57	(H)	(H)	57	57	228	49.6	58.15
BO													
0310/All Zones		FOOD/MTWTFSS 05:00 am - 12:00 am 30		1 FOR 1 MATCH	33	33	(H)	(H)	33	33	132	0.0	0.00
8665/All Zones		FOOD/MTWTFSS 05:00 am - 12:00 am 30		1 FOR 1 MATCH	24	24	(H)	(H)	24	24	96	0.0	0.00
WECP		MTWTFSS 05:00 am - 12:00 am 30		1 FOR 1 MATCH	9	10	(H)	(H)	10	8	37	0.0	0.00
WJHG		MTWTFSS 05:00 am - 12:00 am 30		1 FOR 1 MATCH	21	22	(H)	(H)	22	22	87	0.0	0.00
WMBB		MTWTFSS 05:00 am - 12:00 am 30		1 FOR 1 MATCH	34	32	(H)	(H)	32	34	132	0.0	0.00
WPGX		MTWTFSS 05:00 am - 12:00 am 30		1 FOR 1 MATCH	6	6	(H)	(H)	6	6	24	0.0	0.00
BO Weekly GRP Total					0.0	0.0	(H)	(H)	0.0	0.0			
BO Spot Total					127	127	(H)	(H)	127	127	508	0.0	0.00
Weekly Schedule					254	254	(H)	(H)	254	254	1016		31.46
Reach % Total												90.5%	
Frequency Total												6.2	
Weekly GRP Total					137.2	140.4	(H)	(H)	141.7	141.7			

Spot Length Breakout

TV Spot Calendar By Daypart

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Market: PANAMA CITY
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share May 16 -> HUT/PUT May 16

Buyer: Sam Bond
 Estimate: FFTV/2Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 0310, 8665, WECP, WJHG, WMBB, WPGX

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# Spots	DP	Day(s)	Time	Len	Program	Weekly Distribution						Spots	W 35-54 DMA (R) RTG	CPP
						Mar 27	Apr 03	Apr 10	Apr 17	Apr 24	May 01			
15						48	46	(H)	(H)	47	47	188		23.05
30						206	208	(H)	(H)	207	207	828		39.54

TV Market Summary

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Market: TALLAHASSEE-THOMASVILLE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share May 16 -> HUT/PUT May 16

Buyer: Cindy Wade
 Estimate: FFTV/2Q17/FLTV

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Date: 12/2/2016 4:08:43 PM

Station Summary

Station	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP
0325	336	\$3,376.00	13%	13%	13%	72.0 \$46.89
ETWC FOX-T	96	\$1,871.00	7%	7%	9%	48.2 \$38.82
WCTV 6 CBS-T	110	\$11,930.00	48%	48%	50%	281.8 \$42.33
WTLF CW	8	\$400.00	2%	2%	1%	5.0 \$80.00
WTWC 40 NBC-T	86	\$3,067.00	12%	12%	10%	54.0 \$56.80
WTXL 27 ABC-T	76	\$4,371.00	17%	17%	18%	98.9 \$44.20
Market	712	\$25,015.00	100%	100%	100%	559.9 \$44.68
Goal		\$25,099.20				560.0 \$44.82

Daypart Summary

DP	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP
EM	35	\$2,585.00	10%	10%	17%	93.9 \$27.53
DT	28	\$2,265.00	9%	9%	13%	72.4 \$31.28
EF	29	\$1,541.00	6%	6%	9%	48.7 \$31.64
EN	14	\$5,044.00	20%	20%	17%	94.6 \$53.32
PA	14	\$1,468.00	6%	6%	9%	52.8 \$27.80
PT	20	\$6,359.00	25%	25%	14%	78.7 \$80.80
LN	16	\$1,337.00	5%	5%	4%	23.2 \$57.63
LF	32	\$1,040.00	4%	4%	4%	23.6 \$44.07
CA	168	\$3,376.00	13%	13%	13%	72.0 \$46.89
BO	356	\$0.00	0%	0%	0%	0.0 \$0.00
Market	712	\$25,015.00	100%	100%	100%	559.9 \$44.68

TV Market Summary

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Market: TALLAHASSEE-THOMASVILLE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share May 16 -> HUT/PUT May 16

Buyer: Cindy Wade
 Estimate: FFTV/2Q17/FLTV

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Daypart Summary continued...

DP	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP
Goal		\$25,099.20				560.0 \$44.82

Length Summary

Len	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP
30	587	\$15,166.00	61%	293.5 \$51.67
15	125	\$9,849.00	39%	266.4 \$36.97
Market	712	\$25,015.00	100%	559.9 \$44.68

Monthly Summary

Month	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP
Apr	538	\$18,839.00	75%	419.5 \$44.91
May	174	\$6,176.00	25%	140.4 \$43.99
Market	712	\$25,015.00	100%	559.9 \$44.68

Weekly Summary

Week	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP
1-Mar 27, 2017	180	\$6,215.00	25%	140.2 \$44.33
2-Apr 03, 2017	182	\$6,184.00	25%	141.4 \$43.73
3-Apr 10, 2017	(H)	(H)	(H)	(H)
4-Apr 17, 2017	(H)	(H)	(H)	(H)

TV Market Summary

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Market: TALLAHASSEE-THOMASVILLE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share May 16 -> HUT/PUT May 16

Buyer: Cindy Wade
 Estimate: FFTV/2Q17/FLTV

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Weekly Summary continued...

Week	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP
5-Apr 24, 2017	176	\$6,440.00	26%	137.9 \$46.70
6-May 01, 2017	174	\$6,176.00	25%	140.4 \$43.99
Market	712	\$25,015.00	100%	559.9 \$44.68

Campaign Remarks

Comments

Worksheet Remarks

Comments

TV Spot Calendar By Daypart

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Market: TALLAHASSEE-THOMASVILLE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share May 16 -> HUT/PUT May 16

Buyer: Cindy Wade
 Estimate: FFTV/2Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 0325, ETWC, WCTV, WTLF, WTWC, WTXL

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Weekly Distribution													W 35-54	
DP	Day(s)	Time	Len	Program	Mar 27	Apr 03	Apr 10	Apr 17	Apr 24	May 01	Spots	DMA (R) RTG	CPP	
EM														
WCTV	MTWTF--	06:00 am - 07:00 am	30	GOOD MORNING S	0	1	(H)	(H)	1	0	2	8.2	27.44	
WCTV	MTWTF--	06:00 am - 07:00 am	15	GOOD MORNING S	2	2	(H)	(H)	2	2	8	5.7	25.79	
WTWC	MTWTF--	06:30 am - 07:00 am	30	NBC Early Toda	1	1	(H)	(H)	1	1	4	0.9	50.00	
WTWC	MTWTF--	06:30 am - 07:00 am	15	NBC Early Toda	2	2	(H)	(H)	2	2	8	0.5	54.00	
WTXL	MTWTF--	06:00 am - 06:30 am	15	ABC 27 NEWS @	2	2	(H)	(H)	2	2	8	1.6	22.50	
WTXL	MTWTF--	06:00 am - 06:30 am	30	ABC 27 NEWS @	1	1	(H)	(H)	2	1	5	2.3	23.91	
EM Weekly GRP Total					18.8	27.0	(H)	(H)	29.3	18.8				
EM Spot Total					8	9	(H)	(H)	10	8	35	93.9	27.53	
DT														
WCTV	MTWTF--	12:00 pm - 12:30 pm	15	EYEWITNESS NEW	2	2	(H)	(H)	2	2	8	3.4	28.82	
WCTV	MTWTF--	12:00 pm - 12:30 pm	30	EYEWITNESS NEW	1	0	(H)	(H)	1	1	3	5.1	29.41	
WCTV	MTWTF--	12:30 pm - 02:00 pm	15	CBS SOAPS	2	2	(H)	(H)	2	2	8	2.7	36.30	
WTWC	MTWTF--	09:00 am - 10:00 am	15	The Today Show	1	1	(H)	(H)	1	1	4	0.7	47.14	
WTXL	MTWTF--	09:00 am - 10:00 am	15	LIVE WITH KELL	1	2	(H)	(H)	1	1	5	1.1	20.91	
DT Weekly GRP Total					19.1	15.1	(H)	(H)	19.1	19.1				
DT Spot Total					7	7	(H)	(H)	7	7	28	72.4	31.28	
EF														
ETWC	MTWTF--	04:00 pm - 04:30 pm	15	Family Feud	3	4	(H)	(H)	3	4	14	1.3	19.23	
WCTV	MTWTF--	05:30 pm - 06:00 pm	30	EYEWITNESS NEW	0	1	(H)	(H)	0	1	2	5.7	39.47	
WTWC	MTWTF--	04:00 pm - 05:00 pm	15	Ellen	2	2	(H)	(H)	1	1	6	1.4	36.43	
WTWC	MTWTF--	04:00 pm - 05:00 pm	30	Ellen	2	1	(H)	(H)	0	0	3	2.1	40.48	
WTXL	MTWTF--	05:30 pm - 06:00 pm	30	ABC 27 NEWS @	1	1	(H)	(H)	1	1	4	1.1	40.91	
EF Weekly GRP Total					12.0	16.9	(H)	(H)	6.4	13.4				
EF Spot Total					8	9	(H)	(H)	5	7	29	48.7	31.64	
EN														
WCTV	MTWTF--	06:00 pm - 06:30 pm	30	EYEWITNESS NEW	2	1	(H)	(H)	1	2	6	8.3	54.22	
WCTV	MTWTF--	06:00 pm - 06:30 pm	15	EYEWITNESS NEW	2	2	(H)	(H)	2	2	8	5.6	52.32	
EN Weekly GRP Total					27.8	19.5	(H)	(H)	19.5	27.8				
EN Spot Total					4	3	(H)	(H)	3	4	14	94.6	53.32	

TV Spot Calendar By Daypart

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Market: TALLAHASSEE-THOMASVILLE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share May 16 -> HUT/PUT May 16

Buyer: Cindy Wade
 Estimate: FFTV/2Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 0325, ETWC, WCTV, WTLF, WTWC, WTXL

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Weekly Distribution													
DP	Day(s)	Time	Len	Program	Mar 27	Apr 03	Apr 10	Apr 17	Apr 24	May 01	Spots	W 35-54	CPP
												DMA (R) RTG	
PA													
WCTV	MTWTF--	07:30 pm - 08:00 pm	15	JEOPARDY	1	1	(H)	(H)	1	1	4	5.0	39.00
WTXL	MTWTF--	07:00 pm - 07:30 pm	30	INSIDE EDITION	1	2	(H)	(H)	1	2	6	3.8	21.05
WTXL	MTWTF--	07:00 pm - 07:30 pm	15	INSIDE EDITION	1	1	(H)	(H)	1	1	4	2.5	20.80
PA Weekly GRP Total					11.3	15.1	(H)	(H)	11.3	15.1			
PA Spot Total					3	4	(H)	(H)	3	4	14	52.8	27.80
PT													
ETWC	---T---	09:00 pm - 10:00 pm	30	My Kitchen Rul	1	0	(H)	(H)	0	0	1	1.8	69.44
WCTV	----F--	10:00 pm - 11:00 pm	15	BLUE BLOODS	0	0	(H)	(H)	1	0	1	5.2	62.50
WCTV	-T-----	07:58 pm - 09:00 pm	30	NCIS	0	0	(H)	(H)	0	1	1	8.0	81.25
WCTV	----F--	10:00 pm - 11:00 pm	30	BLUE BLOODS	0	0	(H)	(H)	0	1	1	7.5	66.67
WTLF	M-----	08:00 pm - 09:00 pm	30	Supergirl	0	1	(H)	(H)	1	0	2	1.0	75.00
WTLF	-T-----	08:00 pm - 09:00 pm	30	Flash	1	0	(H)	(H)	1	0	2	1.5	83.33
WTWC	M-----	10:00 pm - 11:00 pm	15	Timeless	1	0	(H)	(H)	0	0	1	2.5	33.60
WTWC	M-----	10:00 pm - 11:00 pm	30	Timeless	0	1	(H)	(H)	0	0	1	3.7	37.84
WTWC	-T-----	10:00 pm - 11:00 pm	15	Chicago Fire	0	0	(H)	(H)	0	1	1	2.4	100.00
WTWC	-T-----	09:00 pm - 10:00 pm	30	This Is Us	0	1	(H)	(H)	1	0	2	3.0	100.00
WTWC	--W----	09:00 pm - 10:00 pm	30	Law & Order SV	0	1	(H)	(H)	0	0	1	4.7	100.00
WTXL	---T---	09:00 pm - 10:00 pm	30	SCANDAL	0	0	(H)	(H)	1	0	1	6.6	113.64
WTXL	---T---	08:00 pm - 09:00 pm	30	GREYS ANATOMY	0	1	(H)	(H)	1	0	2	5.1	98.04
WTXL	--W----	09:00 pm - 10:00 pm	30	MODERN FAMILY/	1	0	(H)	(H)	0	0	1	5.1	98.04
WTXL	M-----	08:00 pm - 10:00 pm	30	BACHELOR, THE	1	0	(H)	(H)	0	0	1	6.1	45.08
WTXL	----F--	09:00 pm - 10:01 pm	30	SHARK TANK	1	0	(H)	(H)	0	0	1	3.9	76.92
PT Weekly GRP Total					20.9	17.5	(H)	(H)	22.4	17.9			
PT Spot Total					6	5	(H)	(H)	6	3	20	78.7	80.80
LN													
ETWC	MTWTF--	10:00 pm - 10:30 pm	15	FOX49 News at	2	2	(H)	(H)	3	3	10	1.0	50.00
ETWC	MTWTF--	10:00 pm - 10:30 pm	30	FOX49 News at	1	1	(H)	(H)	0	1	3	1.4	71.43
WCTV	MTWTF--	11:00 pm - 11:35 pm	15	EYEWITNESS NEW	1	1	(H)	(H)	1	0	3	3.0	59.67
LN Weekly GRP Total					6.4	6.4	(H)	(H)	6.0	4.4			

TV Spot Calendar By Daypart

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Market: TALLAHASSEE-THOMASVILLE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share May 16 -> HUT/PUT May 16

Buyer: Cindy Wade
 Estimate: FFTV/2Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 0325, ETWC, WCTV, WTLF, WTWC, WTXL

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					Weekly Distribution					W 35-54			
DP	Day(s)	Time	Len	Program	Mar 27	Apr 03	Apr 10	Apr 17	Apr 24	May 01	Spots	DMA (R) RTG	CPP
LN Spot Total					4	4	(H)	(H)	4	4	16	23.2	57.63
LF													
ETWC	MTWTF--	10:30 pm - 11:00 pm	30	Modern Family	2	2	(H)	(H)	2	2	8	0.9	50.00
ETWC	MTWTF--	10:30 pm - 11:00 pm	15	Modern Family	2	2	(H)	(H)	2	2	8	0.6	38.33
ETWC	----S-	10:30 pm - 11:00 pm	15	The Office	1	1	(H)	(H)	1	1	4	0.5	26.00
WTWC	----S-	11:30 pm - 01:01 am	15	Saturday Night	1	1	(H)	(H)	1	1	4	1.6	43.13
WTWC	MTWTF--	11:35 pm - 12:35 am	15	The Tonight sh	2	2	(H)	(H)	2	2	8	0.4	52.50
LF Weekly GRP Total					5.9	5.9	(H)	(H)	5.9	5.9			
LF Spot Total					8	8	(H)	(H)	8	8	32	23.6	44.07
CA													
0325/All Zones	FOO/MTWTFSS	07:00 pm - 12:00 am	30	Prime	7	7	(H)	(H)	7	7	28	0.5	50.00
0325/All Zones	FOO/MTWTFSS	09:00 am - 12:00 am	30	Full Day ROS	10	10	(H)	(H)	10	10	40	0.3	56.67
0325/All Zones	HGT/MTWTFSS	09:00 am - 12:00 am	30	Full Day ROS	10	10	(H)	(H)	10	10	40	0.5	50.00
0325/All Zones	HGT/----SS	09:00 am - 06:00 pm	30	Weekend	4	4	(H)	(H)	4	4	16	0.8	31.25
0325/All Zones	FOO/----SS	09:00 am - 06:00 pm	30	Weekend	4	4	(H)	(H)	4	4	16	0.3	60.00
0325/All Zones	HAL/MTWTFSS	09:00 am - 12:00 am	30	Full Day ROS	7	7	(H)	(H)	7	7	28	0.3	36.67
CA Weekly GRP Total					18.0	18.0	(H)	(H)	18.0	18.0			
CA Spot Total					42	42	(H)	(H)	42	42	168	72.0	46.89
BO													
0325/All Zones	FOO/MTWTFSS	05:00 am - 12:00 am	30	MATCHING	42	42	(H)	(H)	42	42	168	0.0	0.00
ETWC	MTWTFSS	05:00 am - 12:00 am	30	MATCHING	12	12	(H)	(H)	11	13	48	0.0	0.00
WCTV	MTWTFSS	05:00 am - 12:00 am	30	MATCHING	13	13	(H)	(H)	14	15	55	0.0	0.00
WTLF	MTWTFSS	05:00 am - 12:00 am	30	MATCHING	1	1	(H)	(H)	2	0	4	0.0	0.00
WTWC	MTWTFSS	05:00 am - 12:00 am	30	MATCHING	12	13	(H)	(H)	9	9	43	0.0	0.00
WTXL	MTWTFSS	05:00 am - 12:00 am	30	MATCHING	10	10	(H)	(H)	10	8	38	0.0	0.00
BO Weekly GRP Total					0.0	0.0	(H)	(H)	0.0	0.0			
BO Spot Total					90	91	(H)	(H)	88	87	356	0.0	0.00
Weekly Schedule					180	182	(H)	(H)	176	174	712		44.68
Reach % Total												97.3%	

TV Spot Calendar By Daypart

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Market: TALLAHASSEE-THOMASVILLE
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share May 16 -> HUT/PUT May 16

Buyer: Cindy Wade
 Estimate: FFTV/2Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 0325, ETWC, WCTV, WTLF, WTWC, WTXL

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DP	Day(s)	Time	Len	Program	Weekly Distribution						Spots	W 35-54 DMA (R) RTG 5.8	CPP
					Mar 27	Apr 03	Apr 10	Apr 17	Apr 24	May 01			
Frequency Total													
Weekly GRP Total					140.2	141.4	(H)	(H)	137.9	140.4			
Spot Length Breakout													
# Spots													
15					31	32	(H)	(H)	31	31	125		36.97
30					149	150	(H)	(H)	145	143	587		51.67

TV Market Summary

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Market: TAMPA-ST.PETE (SARASOTA)
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share May 16 -> HUT/PUT May 16

Buyer: Sam Bond
 Estimate: FFTV/2Q17/FLTV

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Station Summary

Station	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP
2107	264	\$2,328.00	1%	1%	0%	0.0 \$0.00
5335	248	\$19,220.00	8%	10%	8%	56.4 \$340.78
WFLA 8 NBC-T	170	\$38,170.00	17%	19%	17%	120.0 \$318.08
WFTS 28 ABC-T	166	\$37,805.00	17%	19%	13%	93.5 \$404.33
WFTT	32	\$1,360.00	1%	1%	0%	3.2 \$425.00
WMOR WBN	88	\$11,100.00	5%	6%	5%	37.6 \$295.21
WRMD	128	\$12,880.00	6%	7%	4%	27.6 \$466.67
WTOG 44 CW	96	\$6,940.00	3%	4%	4%	25.6 \$271.09
WTSP 10 CBS-T	296	\$30,440.00	13%	15%	14%	102.6 \$296.69
WTVT 13 FOX-T	306	\$55,420.00	24%	28%	29%	202.4 \$273.81
WVEA	160	\$13,020.00	6%	7%	6%	41.2 \$316.02
Market	1,954	\$228,683.00	100%	116%	100%	710.1 \$322.04
Goal		\$197,353.30				610.0 \$323.53

Daypart Summary

DP	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP
EM	112	\$21,680.00	9%	11%	15%	105.6 \$205.30
DT	92	\$17,460.00	8%	9%	14%	99.2 \$176.01
EF	80	\$15,520.00	7%	8%	7%	53.2 \$291.73
EN	120	\$39,980.00	17%	20%	18%	130.0 \$307.54
PA	40	\$21,080.00	9%	11%	8%	55.6 \$379.14
PT	41	\$47,335.00	21%	24%	12%	85.3 \$554.92

TV Market Summary

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Market: TAMPA-ST.PETE (SARASOTA)
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share May 16 -> HUT/PUT May 16

Buyer: Sam Bond
 Estimate: FFTV/2Q17/FLTV

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Daypart Summary continued...

DP	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP
LN	16	\$9,200.00	4%	5%	3%	21.2 \$433.96
LF	60	\$7,620.00	3%	4%	4%	31.6 \$241.14
CA	256	\$21,548.00	9%	11%	8%	56.4 \$382.06
ES	160	\$27,260.00	12%	14%	10%	72.0 \$378.61
BO	977	\$0.00	0%	0%	0%	0.0 \$0.00
Market	1,954	\$228,683.00	100%	116%	100%	710.1 \$322.04
Goal		\$197,353.30				610.0 \$323.53

Length Summary

Len	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP
15	314	\$89,045.00	39%	286.4 \$310.91
30	1,640	\$139,638.00	61%	423.7 \$329.57
Market	1,954	\$228,683.00	100%	710.1 \$322.04

Monthly Summary

Month	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP
Apr	1,466	\$171,196.00	75%	533.3 \$321.01
May	488	\$57,487.00	25%	176.8 \$325.15
Market	1,954	\$228,683.00	100%	710.1 \$322.04

TV Market Summary

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Market: TAMPA-ST.PETE (SARASOTA)
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share May 16 -> HUT/PUT May 16

Buyer: Sam Bond
 Estimate: FFTV/2Q17/FLTV

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Weekly Summary

Week	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP
1-Mar 27, 2017	486	\$53,132.00	23%	172.7 \$307.65
2-Apr 03, 2017	490	\$58,147.00	25%	179.9 \$323.22
3-Apr 10, 2017	(H)	(H)	(H)	(H)
4-Apr 17, 2017	(H)	(H)	(H)	(H)
5-Apr 24, 2017	490	\$59,917.00	26%	180.7 \$331.58
6-May 01, 2017	488	\$57,487.00	25%	176.8 \$325.15
Market	1,954	\$228,683.00	100%	710.1 \$322.04

Campaign Remarks

Comments

Worksheet Remarks

Comments

TV Spot Calendar By Daypart

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Market: TAMPA-ST.PETE (SARASOTA)
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share May 16 -> HUT/PUT May 16

Buyer: Sam Bond
 Estimate: FFTV/2Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 2107, 5335, WFLA, WFTS, WFTT, WMOR, WRMD, WTOG, WTSP,
 WTVT, WVEA

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Weekly Distribution

EM	DP	Day(s)	Time	Len	Program	Mar 27	Apr 03	Apr 10	Apr 17	Apr 24	May 01	Spots	W 35-54	
													DMA (R)	CPP
WFLA		----S-	08:00 am - 10:00 am	30	SATURDAY TODAY	1	1	(H)	(H)	1	1	4	1.0	225.00
WTSP		MTWTF--	05:30 am - 06:00 am	30	10 NEWS - M-F	1	1	(H)	(H)	1	1	4	0.4	225.00
WTSP		-----S	08:30 am - 09:00 am	15	10 NEWS - SUN	1	1	(H)	(H)	1	1	4	0.6	108.33
WTSP		MTWTF--	05:00 am - 05:30 am	15	10 NEWS - M-F	3	3	(H)	(H)	3	3	12	0.5	100.00
WTSP		MTWTF--	05:00 am - 05:30 am	30	10 NEWS - M-F	2	2	(H)	(H)	2	2	8	0.9	100.00
WTSP		MTWTF--	05:30 am - 06:00 am	15	10 NEWS - M-F	4	4	(H)	(H)	4	4	16	0.3	166.67
WTVT		MTWTF--	05:30 am - 06:00 am	15	GDTB M-F 530-6	2	2	(H)	(H)	2	2	8	1.0	195.00
WTVT		MTWTF--	08:00 am - 09:00 am	15	GDTB M-F 8-9AM	2	2	(H)	(H)	2	2	8	1.1	236.36
WTVT		-----S-	08:00 am - 09:00 am	15	GDTB SA 8-9AM	1	1	(H)	(H)	1	1	4	1.5	173.33
WTVT		MTWTF--	05:00 am - 05:30 am	15	GDTB M-F 5-530	3	3	(H)	(H)	3	3	12	0.6	216.67
WTVT		MTWTF--	07:00 am - 08:00 am	30	GDTB M-F 7-8AM	3	3	(H)	(H)	3	3	12	2.2	250.00
WTVT		MTWTF--	05:30 am - 06:00 am	30	GDTB M-F 530-6	3	3	(H)	(H)	3	3	12	1.4	214.29
WTVT		MTWTF--	05:00 am - 05:30 am	30	GDTB M-F 5-530	2	2	(H)	(H)	2	2	8	0.8	250.00
EM Weekly GRP Total						26.4	26.4	(H)	(H)	26.4	26.4			
EM Spot Total						28	28	(H)	(H)	28	28	112	105.6	205.30
DT														
WFLA		MTWTF--	09:00 am - 10:00 am	15	TODAY SHOW 2	2	2	(H)	(H)	2	2	8	1.5	160.00
WFLA		MTWTF--	12:00 pm - 01:00 pm	15	TODAY SHOW 3	2	2	(H)	(H)	2	2	8	0.7	100.00
WFLA		MTWTF--	09:00 am - 10:00 am	30	TODAY SHOW 2	1	1	(H)	(H)	1	1	4	2.1	178.57
WFTS		MTWTF--	02:00 pm - 03:00 pm	30	General Hospit	2	2	(H)	(H)	2	2	8	1.6	218.75
WFTS		MTWTF--	10:00 am - 11:00 am	15	Tampa Bay's Mo	5	5	(H)	(H)	5	5	20	0.5	130.00
WTSP		MTWTF--	12:00 pm - 12:30 pm	15	10 NEWS AT NOO	2	2	(H)	(H)	2	2	8	0.8	250.00
WTSP		MTWTF--	10:00 am - 11:00 am	30	LET'S MAKE DEA	3	3	(H)	(H)	3	3	12	0.8	250.00
WTVT		MTWTF--	10:00 am - 11:00 am	15	LIVE WITH KELL	3	3	(H)	(H)	3	3	12	1.3	150.00
WTVT		MTWTF--	10:00 am - 11:00 am	30	LIVE WITH KELL	2	2	(H)	(H)	2	2	8	1.8	166.67
WTVT		MTWTF--	11:00 am - 12:00 pm	15	WENDY WILLIAMS	1	1	(H)	(H)	1	1	4	1.1	145.45
DT Weekly GRP Total						24.8	24.8	(H)	(H)	24.8	24.8			
DT Spot Total						23	23	(H)	(H)	23	23	92	99.2	176.01
EF														
WMOR		MTWTF--	05:00 pm - 06:00 pm	30	HOW I MET YOUR	3	3	(H)	(H)	3	3	12	0.4	312.50

TV Spot Calendar By Daypart

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Market: TAMPA-ST.PETE (SARASOTA)
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share May 16 -> HUT/PUT May 16

Buyer: Sam Bond
 Estimate: FFTV/2Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 2107, 5335, WFLA, WFTS, WFTT, WMOR, WRMD, WTOG, WTSP,
 WTVT, WVEA

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Weekly Distribution

DP	Day(s)	Time	Len	Program	Mar 27	Apr 03	Apr 10	Apr 17	Apr 24	May 01	Spots	W 35-54 DMA (R)	
												RTG	CPP
WMOR	MTWTF--	06:00 pm - 07:00 pm 30		MODERN FAMILY	3	3	(H)	(H)	3	3	12	1.0	300.00
WTOG	MTWTF--	06:30 pm - 07:00 pm 15		MIKE & MOLLY (4	4	(H)	(H)	4	4	16	0.5	250.00
WTOG	MTWTF--	06:30 pm - 07:00 pm 30		MIKE & MOLLY (1	1	(H)	(H)	1	1	4	0.7	300.00
WTOG	MTWTF--	06:00 pm - 06:30 pm 30		MIKE & MOLLY (4	4	(H)	(H)	4	4	16	0.7	285.71
WTSP	MTWTF--	04:00 pm - 05:00 pm 30		DR. PHIL	2	2	(H)	(H)	2	2	8	0.9	333.33
WTSP	MTWTF--	04:00 pm - 05:00 pm 15		DR. PHIL	3	3	(H)	(H)	3	3	12	0.6	275.00
EF Weekly GRP Total					13.3	13.3	(H)	(H)	13.3	13.3			
EF Spot Total					20	20	(H)	(H)	20	20	80	53.2	291.73
EN													
WFLA	MTWTF--	05:00 pm - 05:30 pm 15		NEWS CHANNEL 8	2	2	(H)	(H)	2	2	8	1.3	284.62
WFLA	MTWTF--	05:30 pm - 06:00 pm 30		NEWS CHANNEL 8	1	1	(H)	(H)	1	1	4	1.9	315.79
WFLA	MTWTF--	05:00 pm - 05:30 pm 30		NEWS CHANNEL 8	2	2	(H)	(H)	2	2	8	1.9	302.63
WFLA	MTWTF--	05:30 pm - 06:00 pm 15		NEWS CHANNEL 8	1	1	(H)	(H)	1	1	4	1.3	300.00
WFTS	-----S	06:00 pm - 06:30 pm 15		ABC Action New	1	1	(H)	(H)	1	1	4	0.5	260.00
WFTS	MTWTF--	05:30 pm - 06:00 pm 30		ABC Action New	2	2	(H)	(H)	2	2	8	1.3	307.69
WFTS	MTWTF--	06:00 pm - 06:30 pm 30		ABC Action New	1	1	(H)	(H)	1	1	4	1.3	346.15
WFTS	MTWTF--	06:00 pm - 06:30 pm 15		ABC Action New	2	2	(H)	(H)	2	2	8	0.9	322.22
WFTS	MTWTF--	05:30 pm - 06:00 pm 15		ABC Action New	3	3	(H)	(H)	3	3	12	0.9	288.89
WTSP	MTWTF--	05:00 pm - 05:30 pm 30		10 NEWS 5PM	2	2	(H)	(H)	2	2	8	0.8	325.00
WTSP	-----S	06:30 pm - 07:00 pm 15		10 NEWS SUNDAY	1	1	(H)	(H)	1	1	4	0.5	240.00
WTSP	MTWTF--	05:00 pm - 05:30 pm 15		10 NEWS 5PM	3	3	(H)	(H)	3	3	12	0.6	275.00
WTSP	-----S	06:30 pm - 07:00 pm 30		10 NEWS SUNDAY	1	1	(H)	(H)	1	1	4	0.9	222.22
WTSP	MTWTF--	06:00 pm - 06:30 pm 15		10 NEWS 6PM	2	2	(H)	(H)	2	2	8	0.5	360.00
WTSP	-----S-	06:00 pm - 06:30 pm 15		10 NEWS SATURD	1	1	(H)	(H)	1	1	4	0.4	300.00
WTVT	MTWTF--	06:30 pm - 07:00 pm 30		FOX13 6:30 NWS	2	2	(H)	(H)	2	2	8	2.0	325.00
WTVT	MTWTF--	06:30 pm - 07:00 pm 15		FOX13 6:30 NWS	1	1	(H)	(H)	1	1	4	1.4	300.00
WTVT	MTWTF--	06:00 pm - 06:30 pm 15		FOX13 6:00 NWS	2	2	(H)	(H)	2	2	8	1.2	350.00
EN Weekly GRP Total					32.5	32.5	(H)	(H)	32.5	32.5			
EN Spot Total					30	30	(H)	(H)	30	30	120	130.0	307.54
PA													
WFLA	MTWTF--	07:30 pm - 08:00 pm 30		EXTRA 7:30PM	2	2	(H)	(H)	2	2	8	1.6	375.00

TV Spot Calendar By Daypart

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Market: TAMPA-ST.PETE (SARASOTA)
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share May 16 -> HUT/PUT May 16

Buyer: Sam Bond
 Estimate: FFTV/2Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 2107, 5335, WFLA, WFTS, WFTT, WMOR, WRMD, WTOG, WTSP,
 WTVT, WVEA

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Weekly Distribution

DP	Day(s)	Time	Len	Program	Mar 27	Apr 03	Apr 10	Apr 17	Apr 24	May 01	W 35-54		
											Spots	DMA (R) RTG	CPP
WFLA	MTWTF--	07:30 pm - 08:00 pm	15	EXTRA 7:30PM	2	2	(H)	(H)	2	2	8	1.1	354.55
WTSP	MTWTF--	07:00 pm - 07:30 pm	15	WHEEL OF FORTU	1	1	(H)	(H)	1	1	4	1.5	400.00
WTVT	MTWTF--	07:00 pm - 07:30 pm	30	ACCESS HYWD	1	1	(H)	(H)	1	1	4	1.8	416.67
WTVT	MTWTF--	07:00 pm - 07:30 pm	15	ACCESS HYWD	4	4	(H)	(H)	4	4	16	1.3	373.08
PA Weekly GRP Total					13.9	13.9	(H)	(H)	13.9	13.9			
PA Spot Total					10	10	(H)	(H)	10	10	40	55.6	379.14
PT													
WFLA	--W----	08:00 pm - 09:00 pm	30	BLINDSPOT 1/4-	0	0	(H)	(H)	0	1	1	3.8	526.32
WFLA	-T-----	10:00 pm - 11:00 pm	30	CHICAGO FIRE 1	0	0	(H)	(H)	1	0	1	5.0	714.00
WFLA	--W----	08:00 pm - 09:00 pm	15	BLINDSPOT 1/4-	1	1	(H)	(H)	0	0	2	2.6	500.00
WFLA	--W----	10:00 pm - 11:00 pm	15	CHICAGO PD 1/4	0	1	(H)	(H)	0	0	1	3.2	725.00
WFTS	---T---	08:00 pm - 09:00 pm	15	Grey's Anatomy	0	0	(H)	(H)	0	1	1	2.6	875.00
WFTS	M-----	08:00 pm - 10:00 pm	15	Dancing with t	0	1	(H)	(H)	1	0	2	2.1	804.76
WFTS	----F--	09:00 pm - 10:00 pm	15	Shark Tank	1	0	(H)	(H)	0	1	2	2.5	650.00
WFTS	----F--	09:00 pm - 10:00 pm	30	Shark Tank	0	0	(H)	(H)	1	0	1	3.5	714.29
WFTS	M-----	08:00 pm - 10:00 pm	30	Dancing with t	0	0	(H)	(H)	0	1	1	3.0	866.67
WFTS	---T---	10:00 pm - 11:00 pm	30	How to Get Awa	0	1	(H)	(H)	0	0	1	2.9	620.69
WFTS	---T---	10:00 pm - 11:00 pm	15	How to Get Awa	1	0	(H)	(H)	1	0	2	2.0	585.00
WFTS	-----S	10:00 pm - 11:00 pm	30	Quantico	0	1	(H)	(H)	0	0	1	3.5	571.43
WMOR	MTWTF--	08:00 pm - 08:30 pm	30	ANGER MANAGEGI	3	3	(H)	(H)	3	3	12	1.2	291.67
WMOR	MTWTF--	08:00 pm - 08:30 pm	15	ANGER MANAGEGI	2	2	(H)	(H)	2	2	8	0.8	281.25
WTSP	-T-----	09:00 pm - 10:00 pm	15	BULL - TUE 9P-	0	0	(H)	(H)	1	1	2	3.5	614.29
WTSP	-T-----	08:00 pm - 09:00 pm	15	NCIS - TUES 8P	1	1	(H)	(H)	0	0	2	4.2	523.81
WTVT	M-----	09:00 pm - 10:00 pm	30	LUCIFER 4/10 -	0	0	(H)	(H)	1	0	1	3.2	625.00
PT Weekly GRP Total					16.5	23.7	(H)	(H)	24.5	20.6			
PT Spot Total					9	11	(H)	(H)	11	10	41	85.3	554.92
LN													
WFTS	MTWTF--	11:00 pm - 11:35 pm	15	ABC Action New	2	2	(H)	(H)	2	2	8	0.8	406.25
WTVT	MTWTFSS	10:00 pm - 10:30 pm	30	FOX13 10:00 NW	1	1	(H)	(H)	1	1	4	2.2	454.55
WTVT	MTWTFSS	10:00 pm - 10:30 pm	15	FOX13 10:00 NW	1	1	(H)	(H)	1	1	4	1.5	433.33
LN Weekly GRP Total					5.3	5.3	(H)	(H)	5.3	5.3			

TV Spot Calendar By Daypart

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Market: TAMPA-ST.PETE (SARASOTA)
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share May 16 -> HUT/PUT May 16

Buyer: Sam Bond
 Estimate: FFTV/2Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 2107, 5335, WFLA, WFTS, WFTT, WMOR, WRMD, WTOG, WTSP, WTVT, WVEA

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					Weekly Distribution						W 35-54		
DP	Day(s)	Time	Len	Program	Mar 27	Apr 03	Apr 10	Apr 17	Apr 24	May 01	Spots	DMA (R) RTG	CPP
LN Spot Total					4	4	(H)	(H)	4	4	16	21.2	433.96
LF													
WFLA	MTWTF--	11:34 pm - 12:36 am	15	TONIGHT SHOW W	4	4	(H)	(H)	4	4	16	0.8	262.50
WTOG	MTWTF--	11:00 pm - 12:00 am	30	FRIENDS (HR)	3	3	(H)	(H)	3	3	12	0.3	250.00
WTSP	MTWTF--	12:37 am - 01:37 am	15	LATE LATE SHOW	2	2	(H)	(H)	2	2	8	0.2	250.00
WTSP	MTWTF--	12:37 am - 01:37 am	30	LATE LATE SHOW	2	2	(H)	(H)	2	2	8	0.3	233.33
WTVT	MTWTF--	12:00 am - 12:30 am	30	DISH NATION	4	4	(H)	(H)	4	4	16	0.7	214.29
LF Weekly GRP Total					7.9	7.9	(H)	(H)	7.9	7.9			
LF Spot Total					15	15	(H)	(H)	15	15	60	31.6	241.14
CA													
2107/All Zones	TNT/----SS	10:00 am - 06:00 pm	30	TNT	5	5	(H)	(H)	5	5	20	0.0	0.00
2107/All Zones	HGTV/MTWTFSS	06:00 pm - 12:00 am	30	HOME & GARDEN	14	14	(H)	(H)	14	14	56	0.0	0.00
2107/All Zones	LIF/MTWTFSS	06:00 pm - 12:00 am	30	LIFETIME	14	14	(H)	(H)	14	14	56	0.0	0.00
5335/All Zones	HALL/MTWTFSS	08:00 pm - 11:00 pm	30	HALLMARK MOVIE	5	5	(H)	(H)	5	5	20	0.5	430.00
5335/All Zones	LMN/MTWTFSS	08:00 pm - 11:00 pm	30	LIFETIME MOVIE	7	7	(H)	(H)	7	7	28	0.4	400.00
5335/All Zones	LMN/----SS	09:00 am - 04:00 pm	30	LIFETIME MOVIE	4	4	(H)	(H)	4	4	16	0.4	275.00
5335/All Zones	TVL/MTWTFSS	08:00 pm - 11:00 pm	30	TV LAND	7	7	(H)	(H)	7	7	28	0.4	175.00
5335/All Zones	FOOD/----SS	09:00 am - 04:00 pm	30	FOOD NETWORK	4	4	(H)	(H)	4	4	16	0.5	420.00
5335/All Zones	TNT/----SS	09:00 am - 04:00 pm	30	TNT	4	4	(H)	(H)	4	4	16	0.6	350.00
CA Weekly GRP Total					14.1	14.1	(H)	(H)	14.1	14.1			
CA Spot Total					64	64	(H)	(H)	64	64	256	56.4	382.06
BO													
2107/All Zones	HGTV/MTWTFSS	05:00 am - 12:00 am	30	1 FOR 1 MATCH	33	33	(H)	(H)	33	33	132	0.0	0.00
5335/All Zones	HALL/MTWTFSS	05:00 am - 12:00 am	30	1 FOR 1 MATCH	31	31	(H)	(H)	31	31	124	0.0	0.00
WFLA	MTWTFSS	05:00 am - 12:00 am	30	1 FOR 1 MATCH	21	22	(H)	(H)	21	21	85	0.0	0.00
WFTS	MTWTFSS	05:00 am - 12:00 am	30	1 FOR 1 MATCH	20	21	(H)	(H)	21	21	83	0.0	0.00
WFTT	MTWTFSS	05:00 am - 12:00 am	30	1 FOR 1 MATCH	4	4	(H)	(H)	4	4	16	0.0	0.00
WMOR	MTWTFSS	05:00 am - 12:00 am	30	1 FOR 1 MATCH	11	11	(H)	(H)	11	11	44	0.0	0.00
WRMD	MTWTFSS	05:00 am - 12:00 am	30	1 FOR 1 MATCH	16	16	(H)	(H)	16	16	64	0.0	0.00
WTOG	MTWTFSS	05:00 am - 12:00 am	30	1 FOR 1 MATCH	12	12	(H)	(H)	12	12	48	0.0	0.00

TV Spot Calendar By Daypart

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Market: TAMPA-ST.PETE (SARASOTA)
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share May 16 -> HUT/PUT May 16

Buyer: Sam Bond
 Estimate: FFTV/2Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 2107, 5335, WFLA, WFTS, WFTT, WMOR, WRMD, WTOG, WTSP,
 WTVT, WVEA

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Weekly Distribution

DP	Day(s)	Time	Len	Program	Mar	Apr	Apr	Apr	Apr	May	W 35-54		
											Spots	DMA (R)	CPP
WTSP	MTWTFSS	05:00 am - 12:00 am 30		1 FOR 1 MATCH	27	03	10	17	24	01	148	0.0	0.00
WTVT	MTWTFSS	05:00 am - 12:00 am 30		1 FOR 1 MATCH	37	37	(H)	(H)	37	37	153	0.0	0.00
WVEA	MTWTFSS	05:00 am - 12:00 am 30		1 FOR 1 MATCH	38	38	(H)	(H)	39	38	80	0.0	0.00
BO Weekly GRP Total					20	20	(H)	(H)	20	20			
BO Spot Total					0.0	0.0	(H)	(H)	0.0	0.0	977	0.0	0.00
ES													
WFTT	MTWTF--	07:00 pm - 11:00 pm 30		M-F PRIME ROTA	4	4	(H)	(H)	4	4	16	0.2	425.00
WRMD	MTWTF--	07:00 pm - 08:00 pm 30		CASO CERRADO H	3	3	(H)	(H)	3	3	12	1.0	675.00
WRMD	MTWTF--	07:00 am - 10:00 am 30		UN NUEVO DIA	6	6	(H)	(H)	6	6	24	0.3	333.33
WRMD	MTWTF--	06:00 am - 10:00 am 30		MORNING ROTATI	7	7	(H)	(H)	7	7	28	0.3	283.33
WVEA	MTWTF--	02:00 pm - 03:00 pm 30		LA ROSA DE GUA	4	4	(H)	(H)	4	4	16	0.5	280.00
WVEA	MTWTF--	05:00 pm - 06:00 pm 30		PRIMER IMPACTO	3	3	(H)	(H)	3	3	12	0.7	571.43
WVEA	MTWTF--	01:00 pm - 02:00 pm 30		HOY (variety)	3	3	(H)	(H)	3	3	12	0.4	287.50
WVEA	MTWTF--	12:00 pm - 01:00 pm 30		AMORES VERDADE	5	5	(H)	(H)	5	5	20	0.6	191.67
WVEA	MTWTF--	11:00 am - 12:00 pm 30		COMO DICE EL D	5	5	(H)	(H)	5	5	20	0.4	287.50
ES Weekly GRP Total					18.0	18.0	(H)	(H)	18.0	18.0			
ES Spot Total					40	40	(H)	(H)	40	40	160	72.0	378.61
Weekly Schedule					486	490	(H)	(H)	490	488	1954		322.04
Reach % Total												97.6%	
Frequency Total												7.3	
Weekly GRP Total					172.7	179.9	(H)	(H)	180.7	176.8			
Spot Length Breakout													
# Spots													
15					79	79	(H)	(H)	78	78	314		310.91
30					407	411	(H)	(H)	412	410	1640		329.57

TV Market Summary

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Market: WEST PALM BEACH-FT. PIERC
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share May 16 -> HUT/PUT May 16

Buyer: Cindy Wade
 Estimate: FFTV/2Q17/FLTV

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Station Summary

Station	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP
6878	280	\$7,340.00	9%	9%	9%	48.8 \$150.41
WFLX 29 FOX-T	148	\$13,805.00	17%	17%	20%	110.6 \$124.82
WPBF 25 ABC-T	188	\$19,463.00	24%	24%	21%	115.3 \$168.80
WPEC 12 CBS-T	100	\$16,896.00	21%	21%	19%	103.6 \$163.09
WPTV 5 NBC-T	212	\$20,645.00	25%	25%	25%	138.2 \$149.38
WTCN MY	42	\$580.00	1%	1%	1%	7.0 \$82.86
WTVX 34 CW	203	\$3,354.00	4%	4%	6%	35.9 \$93.43
Market	1,173	\$82,083.00	100%	100%	100%	559.4 \$146.73
Goal		\$82,353.60				560.0 \$147.06

Daypart Summary

DP	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP
EM	125	\$12,002.00	15%	15%	19%	106.5 \$112.69
DT	112	\$8,900.00	11%	11%	14%	80.6 \$110.42
EF	40	\$7,116.00	9%	9%	9%	51.2 \$138.98
EN	42	\$17,380.00	21%	21%	17%	96.2 \$180.67
PA	25	\$8,088.00	10%	10%	10%	53.2 \$152.03
PT	26	\$15,497.00	19%	19%	13%	74.0 \$209.42
LN	22	\$3,458.00	4%	4%	4%	22.8 \$151.67
LF	51	\$2,302.00	3%	3%	5%	26.1 \$88.20
CA	140	\$7,340.00	9%	9%	9%	48.8 \$150.41
BO	590	\$0.00	0%	0%	0%	0.0 \$0.00

TV Market Summary

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Market: WEST PALM BEACH-FT. PIERC
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share May 16 -> HUT/PUT May 16

Buyer: Cindy Wade
 Estimate: FFTV/2Q17/FLTV

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Daypart Summary continued...

DP	Spots	Cost	% Spent	% of Budget	% of Demo	W 35-54 DMA (R) GRP CPP
Market	1,173	\$82,083.00	100%	100%	100%	559.4 \$146.73
Goal		\$82,353.60				560.0 \$147.06

Length Summary

Len	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP
30	902	\$41,770.00	51%	281.8 \$148.23
15	271	\$40,313.00	49%	277.6 \$145.22
Market	1,173	\$82,083.00	100%	559.4 \$146.73

Goals Summary

DP	Spots	Goal \$	Est Cost	% of Goal	Goal GRP	Est GRP	% of Goal GRP	Goal CPP	Est CPP	% of Goal CPP
EM	125	\$14,000.11	\$12,002.00	86%	95.0	106.5	112%	\$147.36	\$112.69	76%
DT	112	\$10,705.97	\$8,900.00	83%	73.0	80.6	110%	\$146.65	\$110.42	75%
EF	40	\$7,411.82	\$7,116.00	96%	50.0	51.2	102%	\$148.23	\$138.98	94%
EN	42	\$14,000.11	\$17,380.00	124%	95.0	96.2	101%	\$147.36	\$180.67	123%
PA	25	\$7,411.82	\$8,088.00	109%	50.0	53.2	106%	\$148.23	\$152.03	103%
PT	26	\$10,705.97	\$15,497.00	145%	73.0	74.0	101%	\$146.65	\$209.42	143%
LN	22	\$3,294.14	\$3,458.00	105%	22.0	22.8	104%	\$149.73	\$151.67	101%
LF	51	\$3,294.14	\$2,302.00	70%	22.0	26.1	119%	\$149.73	\$88.20	59%
CA	140	\$11,529.50	\$7,340.00	64%	78.0	48.8	63%	\$147.81	\$150.41	102%
Total	583	\$82,353.58	\$82,083.00	100%	558.0	559.4	100%	\$147.59	\$146.73	99%

TV Market Summary

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Market: WEST PALM BEACH-FT. PIERC
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
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Buyer: Cindy Wade
 Estimate: FFTV/2Q17/FLTV

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Goals Summary continued...

DP	Spots	Goal \$	Est Cost	% of Goal	Goal GRP	Est GRP	% of Goal GRP	Goal CPP	Est CPP	% of Goal CPP
Len										
Total	0	\$0.00	\$0.00	0%	0.0	0.0	0%	\$0.00	\$0.00	0%

Monthly Summary

Month	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP
Apr	880	\$61,945.00	75%	419.5 \$147.66
May	293	\$20,138.00	25%	139.9 \$143.95
Market	1,173	\$82,083.00	100%	559.4 \$146.73

Weekly Summary

Week	Spots	Cost	% Spent	W 35-54 DMA (R) GRP CPP
1-Mar 27, 2017	293	\$19,934.00	24%	139.2 \$143.20
2-Apr 03, 2017	294	\$19,555.00	24%	137.3 \$142.43
5-Apr 24, 2017	293	\$22,456.00	27%	143.0 \$157.04
6-May 01, 2017	293	\$20,138.00	25%	139.9 \$143.95
Market	1,173	\$82,083.00	100%	559.4 \$146.73

TV Market Summary

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Market: WEST PALM BEACH-FT. PIERC
Client: Florida Department of Agriculture
Brand: Fresh From Florida
Product: Fresh From Florida
Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
Flight Dates: Mar 27, 2017 - May 07, 2017
Survey: Share May 16 -> HUT/PUT May 16

Buyer: Cindy Wade
Estimate: FFTV/2Q17/FLTV

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Campaign Remarks
Comments

Worksheet Remarks
Comments

TV Spot Calendar By Daypart

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Market: WEST PALM BEACH-FT. PIERC
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share May 16 -> HUT/PUT May 16

Buyer: Cindy Wade
 Estimate: FFTV/2Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 6878, WFLX, WPBF, WPEC, WPTV, WTCN, WTVX

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Weekly Distribution											
DP	Day(s)	Time	Len	Program	Mar 27	Apr 03	Apr 24	May 01	Spots	W 35-54	
										DMA (R)	GRP
EM											
WFLX	MTWTF--	08:00 am - 09:00 am	30	FOX 29 MORNING	3	3	3	3	12	18.0	1.5
WFLX	MTWTF--	08:00 am - 09:00 am	15	FOX 29 MORNING	2	2	2	2	8	8.0	1.0
WFLX	MTWTF--	07:00 am - 08:00 am	30	FOX 29 MORNING	2	2	2	2	8	13.6	1.7
WFLX	MTWTF--	07:00 am - 08:00 am	15	FOX 29 MORNING	3	3	3	3	12	13.2	1.1
WFLX	-----S	09:00 am - 10:00 am	15	FOX NEWS SUNDA	1	1	1	1	4	1.6	0.4
WPBF	MTWTF--	09:00 am - 10:00 am	15	WPBF 25 NEWS 9	4	4	4	4	16	11.2	0.7
WPEC	MTWTF--	05:30 am - 06:00 am	15	NWS12 THS AM	1	1	1	1	4	5.2	1.3
WPTV	-----S	07:00 am - 08:00 am	15	TODAY ON FIVE	0	1	0	1	2	3.0	1.5
WPTV	-----S-	06:00 am - 07:00 am	15	TODAY ON FIVE	1	1	1	1	4	4.8	1.2
WPTV	-----S	07:00 am - 08:00 am	30	TODAY ON FIVE	1	0	1	0	2	4.2	2.1
WPTV	-----S-	07:00 am - 08:00 am	15	TODAY ON FIVE	1	0	1	0	2	3.8	1.9
WPTV	-----S-	07:00 am - 08:00 am	30	TODAY ON FIVE	0	1	0	1	2	5.6	2.8
WTVX	MTWTF--	05:00 am - 05:30 am	15	KING OF QUEENS	2	2	2	2	8	2.4	0.3
WTVX	MTWTF--	05:30 am - 06:00 am	30	FRIENDS	2	2	2	1	7	2.1	0.3
WTVX	MTWTF--	05:30 am - 06:00 am	15	FRIENDS	3	3	3	3	12	2.4	0.2
WTVX	MTWTF--	08:00 am - 09:00 am	30	THE DOCTORS	2	3	3	2	10	5.0	0.5
WTVX	MTWTF--	08:00 am - 09:00 am	15	THE DOCTORS	3	3	3	3	12	2.4	0.2
EM Spot Total					31	32	32	30	125	106.5	106.5
DT											
WFLX	MTWTF--	09:00 am - 10:00 am	15	LIVE WITH KELL	2	2	2	2	8	8.8	1.1
WFLX	MTWTF--	09:00 am - 10:00 am	30	LIVE WITH KELL	2	2	2	2	8	12.8	1.6
WPBF	-----S	10:30 am - 11:00 am	30	ON THE MONEY	0	1	0	1	2	1.4	0.7
WPBF	MTWTF--	02:00 pm - 03:00 pm	15	GENERAL HOSPIT	2	2	2	2	8	8.8	1.1
WPBF	MTWTF--	10:00 am - 11:00 am	15	DR. OZ	2	2	2	2	8	4.8	0.6
WPBF	MTWTF--	10:00 am - 11:00 am	30	DR. OZ	2	2	2	2	8	6.4	0.8
WPBF	-----S	10:30 am - 11:00 am	15	ON THE MONEY	1	1	1	1	4	2.0	0.5
WPTV	MTWTF--	03:00 pm - 04:00 pm	15	WENDY WILLIAMS	2	2	2	2	8	6.4	0.8
WPTV	MTWTF--	03:00 pm - 04:00 pm	30	WENDY WILLIAMS	2	2	2	2	8	8.8	1.1
WPTV	MTWTF--	12:00 pm - 01:00 pm	15	RACHAEL RAY	1	2	1	2	6	3.6	0.6

TV Spot Calendar By Daypart

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Market: WEST PALM BEACH-FT. PIERC
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 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share May 16 -> HUT/PUT May 16

Buyer: Cindy Wade
 Estimate: FFTV/2Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 6878, WFLX, WPBF, WPEC, WPTV, WTCN, WTVX

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Date: 12/7/2016 3:43:11 PM

Weekly Distribution											
DP	Day(s)	Time	Len	Program	Mar 27	Apr 03	Apr 24	May 01	Spots	W 35-54 DMA (R)	
										GRP	RTG
WTVX	MTWTF--	09:30 am - 10:00 am	30	CBS12 NEWS AT	1	1	1	1	4	2.4	0.6
WTVX	MTWTF--	09:00 am - 09:30 am	15	CBS12 NEWS AT	4	4	4	4	16	4.8	0.3
WTVX	MTWTF--	09:00 am - 09:30 am	30	CBS12 NEWS AT	2	2	2	2	8	3.2	0.4
WTVX	MTWTF--	09:30 am - 10:00 am	15	CBS12 NEWS AT	4	4	4	4	16	6.4	0.4
DT Spot Total					27	29	27	29	112	80.6	80.6
EF											
WPEC	MTWTF--	04:00 pm - 05:00 pm	30	DR PHIL	2	2	2	2	8	16.0	2.0
WPEC	MTWTF--	04:00 pm - 05:00 pm	15	DR PHIL	3	3	3	3	12	16.8	1.4
WPTV	MTWTF--	04:00 pm - 05:00 pm	30	NEWS @ 4P - TH	2	2	2	2	8	8.8	1.1
WPTV	MTWTF--	04:00 pm - 05:00 pm	15	NEWS @ 4P - TH	3	3	3	3	12	9.6	0.8
EF Spot Total					10	10	10	10	40	51.2	51.2
EN											
WPBF	MTWTF--	06:00 pm - 06:30 pm	30	WPBF NEWS 6PM	1	1	1	1	4	11.2	2.8
WPBF	MTWTF--	06:00 pm - 06:30 pm	15	WPBF NEWS 6PM	3	3	3	3	12	24.0	2.0
WPEC	MTWTF--	06:00 pm - 06:30 pm	30	NEWS 12 6PM	1	1	1	1	4	8.8	2.2
WPEC	MTWTF--	06:00 pm - 06:30 pm	15	NEWS 12 6PM	3	2	3	2	10	22.0	2.2
WPTV	----S-	06:00 pm - 06:30 pm	30	NEWSCHNL5 WKNI	0	1	0	1	2	5.8	2.9
WPTV	----S-	06:00 pm - 06:30 pm	15	NEWSCHNL5 WKNI	1	0	1	0	2	4.0	2.0
WPTV	MTWTF--	06:00 pm - 06:30 pm	30	NEWSCHANNEL 5	1	1	1	1	4	12.0	3.0
WPTV	MTWTF--	06:00 pm - 06:30 pm	15	NEWSCHANNEL 5	1	1	1	1	4	8.4	2.1
EN Spot Total					11	10	11	10	42	96.2	96.2
PA											
WPEC	MTWTF--	07:00 pm - 07:30 pm	15	ET	3	2	3	2	10	22.0	2.2
WPEC	MTWTF--	07:00 pm - 07:30 pm	30	ET	1	1	0	1	3	9.6	3.2
WPTV	MTWTF--	07:00 pm - 07:30 pm	30	THE LIST	1	1	1	1	4	10.4	2.6
WPTV	MTWTF--	07:00 pm - 07:30 pm	15	THE LIST	1	1	1	1	4	7.2	1.8
WTCN	----S-	06:00 pm - 07:00 pm	30	ROOKIE BLUE	1	1	1	1	4	4.0	1.0
PA Spot Total					7	6	6	6	25	53.2	53.2

TV Spot Calendar By Daypart

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Market: WEST PALM BEACH-FT. PIERC
 Client: Florida Department of Agriculture
 Brand: Fresh From Florida
 Product: Fresh From Florida
 Campaign: FFTV/2Q17/FLTV 2Q '17 Florida
 Flight Dates: Mar 27, 2017 - May 07, 2017
 Survey: Share May 16 -> HUT/PUT May 16

Buyer: Cindy Wade
 Estimate: FFTV/2Q17/FLTV
 Rate Tier: Station Gross
 Station(s): 6878, WFLX, WPBF, WPEC, WPTV, WTCN, WTVX

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 803.254.8158

Date: 12/7/2016 3:43:11 PM

Weekly Distribution											
DP	Day(s)	Time	Len	Program	Mar 27	Apr 03	Apr 24	May 01	Spots	W 35-54	RTG
										DMA (R)	
PT											
WFLX	---T---	08:00 pm - 09:00 pm	15	MASTERCHEF JUN	0	0	1	0	1	1.2	1.2
WFLX	--W----	09:00 pm - 10:00 pm	15	STAR	0	1	0	1	2	9.0	4.5
WFLX	--W----	09:00 pm - 10:00 pm	30	STAR	1	0	0	0	1	6.4	6.4
WPBF	-T-----	08:00 pm - 09:00 pm	30	THE MIDDLE/AME	0	0	1	0	1	4.8	4.8
WPBF	---T---	09:00 pm - 10:00 pm	30	SCANDAL	0	0	1	0	1	5.9	5.9
WPBF	---T---	08:00 pm - 09:00 pm	30	GREY'S ANATOMY	0	0	1	0	1	5.8	5.8
WPBF	-----S	07:00 pm - 08:00 pm	15	AMERICA'S FUNN	1	0	0	1	2	5.2	2.6
WPBF	M-----	08:00 pm - 10:00 pm	15	DANCING WITH T	1	0	1	0	2	5.6	2.8
WPBF	-----S	07:00 pm - 08:00 pm	30	AMERICA'S FUNN	0	1	0	1	2	7.4	3.7
WPBF	M-----	08:00 pm - 10:00 pm	15	DANCING WITH T	0	1	0	0	1	2.8	2.8
WPBF	-----S	08:00 pm - 11:00 pm	15	ABC SATURDAY N	1	0	1	0	2	2.4	1.2
WPEC	-T-----	10:00 pm - 11:00 pm	30	NCIS-NW ORLEAN	0	0	0	1	1	3.2	3.2
WPTV	-----S	08:00 pm - 10:00 pm	15	DATeline SATUR	0	1	0	1	2	2.4	1.2
WPTV	-----S	08:00 pm - 10:00 pm	30	DATeline SATUR	1	0	1	0	2	3.4	1.7
WPTV	-T-----	10:00 pm - 11:00 pm	30	CHICAGO FIRE	0	0	0	1	1	3.7	3.7
WPTV	-T-----	10:00 pm - 11:00 pm	15	CHICAGO FIRE	0	1	0	0	1	2.6	2.6
WTCN	----F--	08:00 pm - 09:00 pm	30	AMERICAN NINJA	0	1	0	1	2	1.8	0.9
WTCN	--W----	08:00 pm - 09:00 pm	30	MARVEL AGENTS	1	0	0	0	1	0.4	0.4
PT Spot Total					6	6	7	7	26	74.0	74.0
LN											
WFLX	MTWTFSS	10:00 pm - 11:00 pm	15	TEN O' CLOCK N	3	3	2	2	10	18.0	1.8
WTVX	MTWTF--	10:00 pm - 10:35 pm	15	CBS12 NEWS AT	3	3	3	3	12	4.8	0.4
LN Spot Total					6	6	5	5	22	22.8	22.8
LF											
WPBF	MTWTF--	01:00 am - 01:30 am	30	ACCESS HOLLYWC	4	4	4	4	16	4.8	0.3
WPBF	MTWTF--	01:00 am - 01:30 am	15	ACCESS HOLLYWC	1	1	1	1	4	0.8	0.2
WPTV	MTWTF--	12:30 am - 01:30 am	30	LATE NIGHT	1	0	1	1	3	3.3	1.1

TV Spot Calendar By Daypart

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Market: WEST PALM BEACH-FT. PIERC
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Chernoff Newman, L.L.C
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Date: 12/7/2016 3:43:11 PM

Weekly Distribution											
DP	Day(s)	Time	Len	Program	Mar 27	Apr 03	Apr 24	May 01	Spots	W 35-54	
										DMA (R)	GRP
WPTV	MTWTF--	01:30 am - 02:00 am	30	C-DALY-NBC	4	4	4	4	16	11.2	0.7
WPTV	MTWTF--	01:30 am - 02:00 am	15	C-DALY-NBC	1	1	1	1	4	2.0	0.5
WPTV	MTWTF--	12:30 am - 01:30 am	15	LATE NIGHT	1	1	1	1	4	3.2	0.8
WTCN	-----S-	11:00 pm - 12:00 am	30	THE X-FILES	1	1	1	1	4	0.8	0.2
LF Spot Total					13	12	13	13	51	26.1	26.1
CA											
6878/All Zones	TTC/MTWTFSS	09:00 am - 11:00 pm	30	Day	10	10	10	10	40	8.0	0.2
6878/All Zones	TTC/MTWTFSS	10:00 am - 05:00 pm	30	Daytime	5	5	5	5	20	4.0	0.2
6878/All Zones	HAL/-----SS	10:00 am - 05:00 pm	30	Weekend	2	2	2	2	8	4.8	0.6
6878/All Zones	HGT/-----SS	10:00 am - 04:00 pm	30	Weekend	2	2	2	2	8	7.2	0.9
6878/All Zones	FOO/-----SS	10:00 am - 05:00 pm	30	Weekend	2	2	2	2	8	2.4	0.3
6878/All Zones	CNN/MTWTFSS	06:00 am - 12:00 am	30	FULL Day	14	14	14	14	56	22.4	0.4
CA Spot Total					35	35	35	35	140	48.8	48.8
BO											
6878/All Zones	FOO/MTWTFSS	05:00 am - 12:00 am	30	MATCHING	35	35	35	35	140	0.0	0.0
WFLX	MTWTFSS	05:00 am - 12:00 am	30	MATCHING	19	19	18	18	74	0.0	0.0
WPBF	MTWTFSS	05:00 am - 12:00 am	30	MATCHING	23	23	25	23	94	0.0	0.0
WPEC	MTWTFSS	05:00 am - 12:00 am	30	MATCHING	13	11	12	12	48	0.0	0.0
WPTV	MTWTFSS	05:00 am - 12:00 am	30	MATCHING	25	27	26	27	105	0.0	0.0
WTCN	MTWTFSS	05:00 am - 12:00 am	30	MATCHING	8	8	7	8	31	0.0	0.0
WTVX	MTWTFSS	05:00 am - 12:00 am	30	MATCHING	24	25	24	25	98	0.0	0.0
BO Spot Total					147	148	147	148	590	0.0	0.0
Weekly Schedule					293	294	293	293	1173	559.4	
Spot Length Breakout											
# Spots											

TV Spot Calendar By Daypart

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Weekly Distribution											
DP	Day(s)	Time	Len	Program	Mar	Apr	Apr	May	Spots	W 35-54	RTG
					27	03	24	01		DMA (R)	
					GRP						
15					69	68	68	66	271	277.6	
30					224	226	225	227	902	281.8	

Consumer Magazine

CONSUMER MAGAZINE

- Full Page and high impact recipe cards in 9 national and statewide magazines
- National magazines- *Garden & Gun*, *Southern Lady*, *Taste of the South*
- FP ads in *Southern Living*, *Cooking Light*, *Rachael Ray's Every Day*, *Food Network Magazine*, *AllRecipes*, and *Eating Well*, targeted to FL
- 16 total full page ads and 6 high impact recipe cards
- Combined circulation of 4,632,192





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FLORIDA"

FreshFromFlorida.com/Recipes





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Blueberry Parfait
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Florida Watermelon Fliz



Ingredients:
 1 cup fresh watermelon cubes
 1 cup fresh strawberries
 1/2 cup fresh mint leaves
 1/4 cup fresh lime juice
 1/4 cup fresh agave nectar

Preparation:
 Cut watermelon, strawberries and mint leaves into small pieces and mix together. Add fresh lime juice and agave nectar. Stir well. Chill and serve with watermelon slices.



Florida Watermelon Slices with Balsamic Syrup, Mint Oil and Feta Cheese



Ingredients:
 1 cup fresh watermelon cubes
 1 cup fresh strawberries
 1/2 cup fresh mint leaves
 1/4 cup fresh lime juice
 1/4 cup fresh agave nectar

Preparation:
 Cut watermelon, strawberries and mint leaves into small pieces and mix together. Add fresh lime juice and agave nectar. Stir well. Chill and serve with watermelon slices.

Notes:
 This recipe is a variation of the Florida Watermelon Fliz recipe. It includes balsamic syrup, mint oil and feta cheese. The recipe is for 4 servings.

Additional Information:
 Fresh Florida is a brand of fresh produce from Florida. It is known for its quality and freshness. The brand is committed to providing the best quality produce to its customers.



Trade Magazine

TRADE MAGAZINE

- Full page ads in national, regional, and statewide trade publications
- Pubs reaching growers and produce buyers were included
 - For growers- *In the Field Polk, In the Field Hillsborough, Central Florida AG News, Florida Grower, and FloridAgriculture.*
 - For produce buyers - *Produce Business, Produce Retailer, Grocery Business, and the Packer.*
- Ran 38 full page ads in 9 publications.
 - Combined circulation of 481,888



RETAIL TRADE



PRODUCER TRADE



JOIN!
FRESH FROM FLORIDA

"Fresh From Florida" is a program administered by the Florida Department of Agriculture and Consumer Services. It is designed to connect distributors and retail buyers with Florida growers to increase sales of Florida products.

 **Fresh Florida**
www.freshfromflorida.com
or call 850-417-2369

Outdoor

OUTDOOR

- Five periods of outdoor January-May 2017
- 7 boards, 20 weeks
 - o 4 Vinyl Bulletins and 3 Digital Bulletins
- 1 in Tampa, 1 in Jacksonville, 2 in Miami, 1 in Orlando, and 2 in Tallahassee
- Weekly impressions: 3,004,157
- Total impressions: 60,083,140



OUTDOOR

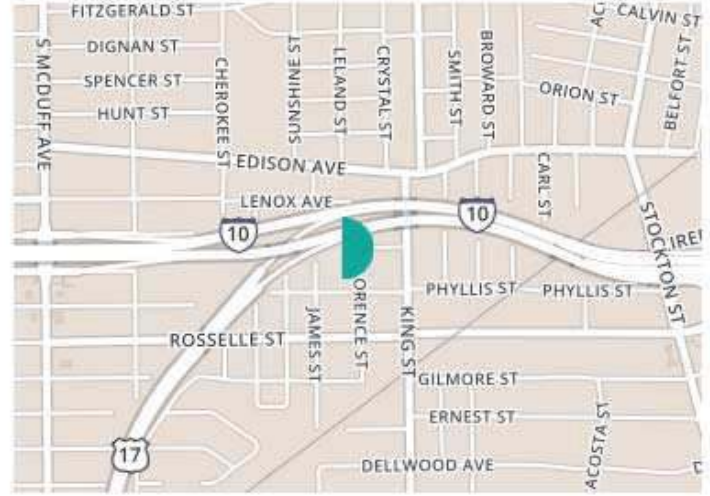
Market	Location Detail	Weekly Imps	Board Type
Tampa	I-4 .25 mi W/O 40Th St Exit S/S F/W	623,352	Bulletin
Jacksonville	I-10 SS 1500ft W/O Stockton St F/W - 1	358,910	Digital Bulletin
Orlando	I-4, .33 mi W/O John Young Parkway; N/S F/NE	379,618	Digital Bulletin
Miami	I-95 WS 523ft S/O Pembroke Rd F/N - 2	1,031,231	Bulletin
Miami	SR-826 800 ft S/O NW 103RD ST. W/S F/N	540,506	Digital Bulletin
Tallahassee	Capital Circle N/O Mahan	33,800	Bulletin
Tallahassee	Macomb at Tennessee	36,740	Bulletin
		3,004,157	



003034 - Jacksonville



Description: I-10 SS 1500R W/O Stockton St F/W - 1
TAB Panel ID: 84557 **City:** JACKSONVILLE **Latitude:** 30.321
Media Type: Digital **State:** FL **Longitude:** -81.698
Display Dimensions: 14' x 48' **Zip:** 32204 **Facing:** W
Physical Dimensions: 14' x 48'



**Weekly Impressions
Jacksonville, FL (DMA)**

Demo	In Market	Total
18+ yrs	304,064	358,910

I-10 leads into downtown Jacksonville and intersects with I-95 North and I-95 South. This is a major artery with heavy local and tourist traffic. This is the end of the line for I-10 on the east coast. The heavily traveled commuter artery of Riverside Expressway feeds into I-10. The high traffic count includes commuter traffic from the Orange Park and westside areas.

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Board 3034 Drive Bys:





7209-E Digital

I-4, .33 mi W/O John Young Parkway; N/S F/NE

Orlando



18+ Weekly Imp: 379,618

Size: Digital Unit 14'x48'

Area: Orange

Zip Code: 32805

Spot/Loop: 8 sec/64 sec

Full Motion: No

Latitude: 28.506099

Longitude: -81.42299



I-4 LED Unit, Incredible Visibility with this high traffic interstate location. Reach motorists traveling to the upscale Mall at Millennia and Festival Bay Shopping Outlets, as well as tourists headed to area Attractions such as Universal Studios and Disney. Near area shopping, restaurants, and Metro West golf community.

Notes: 8 Spots / 8 Seconds A Spot - Loop Length: 64 Seconds

Board 7209-E Drive Bys:





Capital Circle N/O Mahan

Panel #: T-02 102



Close Up



Approach

Rate (per month): \$1,200

Faces: North

DEC: 33,800

Illuminated: YES

Latitude: 30.46342

Longitude: -84.22759

Board T-02 Drive Bys:





Macomb at Tennessee

Panel #: T-07 115



Close Up



Approach

Rate (per month): \$1,000

Faces: South

DEC: 36,740

Illuminated: YES

Latitude: 30.44469

Longitude: -84.28837

Board T-07 Drive Bys:





1176P

I-4 .25 mi W/O 40Th St Exit S/S F/W

Tampa



18+ Weekly Imp: 623,352

Size: 14'x48'

Area: Hillsborough

Zip Code: 33605

Material: Black Backed Vinyl

Extensions: Allowed

Illuminated: Yes

Latitude: 27.964328

Longitude: -82.415901



OUTFRONT



Prime Time I-4! This outstanding display reaches a high volume of daily commuters to/from downtown Tampa to Brandon, Plant City, Lakeland and Orlando. Several major attractions including Ybor City, Florida State Fairgrounds, Ford Amphitheatre and the Seminole Hard Rock Hotel & Casino are located along I-4. This arterial is among the highest demand in the market and should be bought as soon as possible.

Board 1176 Drive Bys:





009730 - Miami/Ft. Lauderdale

 Clear Channel Outdoor

Description: I-95 WS 5238 S/O Pembroke Rd FIN - 2
TAB Panel ID: 355422 City: PEMBROKE PARK Latitude: 25.985
Media Type: Bulletin State: FL Longitude: -80.167
Display Dimensions: 14' x 48' Zip: 33009 Facing: N
Physical Dimensions: 14' x 48'



Weekly Impressions Miami-Ft. Lauderdale, FL (DMA)

Demo	In Market	Total
18+ yrs	938,148	1,031,231

This 14' x 48' bulletin shows to southbound traffic on Interstate 95 in Broward County. Traffic flows from north Broward, the Fort Lauderdale International Airport, and West Palm Beach. This major north-south artery is the most heavily traveled expressway in Florida.

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Board 9730 Drive By:





37048N-A Digital

SR-826 800 ft S/O NW 103RD ST. W/S F/N

Miami/Ft. Lauderdale



18+ Weekly Imp: 540,500

Size: Digital Unit 14x48

Area: Dade

Zip Code: 33016

Spot/Loop: 9 sec/72 sec

Full Motion: No

Latitude: 25.864287

Longitude: -80.323311



© 2014




High profile unit located on SR-826/Palmietto Expressway, furthest west expressway targeting affluent Hispanic commuters heading towards Miami International Airport, Dolphin Mall, Doral, Downtown Miami and 836 Expressway. Points of Interest: World class golf resort, hip & trendy nightlife, shops and restaurants.

Notes: Digital Bulletin, 6 Advertisers, 9 Second Duration


Board 37048N-A Drive Bys:








Follow the Fresh
FLORIDA STRAWBERRIES. AVAILABLE NOW.



Fresh From Florida



#FreshFromFlorida







Follow the Fresh
FLORIDA BLUEBERRIES. AVAILABLE NOW.



#FreshFromFlorida



CHERNOFF NEWMAN



Grocery Carts

GROCERY CARTS

- January - May 2017 (20 weeks)
- All markets - 1,093 stores
(Publix/Winn Dixie/Harris Teeter/etc)
- Strawberry, Tomatoes, Peppers, Blueberry, and
Sweet Corn
- About 48,920,400 impressions were delivered for the 5 cycles







CHERNOFF NEWMAN

Follow the Fresh
FLORIDA BELL PEPPERS. AVAILABLE NOW.



   #FreshFromFlorida

Follow the Fresh
FLORIDA BLUEBERRIES. AVAILABLE NOW.



#FreshFromFlorida



CHERNOFF NEWMAN



Digtial

DIGITAL – RECIPE CAMPAIGN

February 20 - June 30, 2017 - Recipes Campaign

- W35-64 Site specific display with Meredith Food Channel – Allrecipes, Recipe.com, Every Day with Rachel Ray, Eatingwell.com
- Social media (Facebook, Twitter)
- Content Platforms (Outbrain & Influencer Central)
- 261,183,521 total campaign impressions
- 169,750 clicks to website (excluding IC)
- 637,080 video views

Added Value 2,181,818 impressions, \$12,000

Recipes – Display & Native					
Platform	Placement Type	Impressions	Clicks	CTR	CPC
Outbrain	Native	35,516,633	56,729	0.16%	\$0.87
Meredith	Display banners	12,000,000	10,849	0.09%	\$4.90
TOTAL		47,516,633	67,578	0.14%	\$1.52



SOCIAL MEDIA

- 213,666,888 total impressions
- Facebook – 102,172 clicks on recipe ads
- Twitter –637,080 views on hands and pans style videos
- Influencer Central
 - 90 blog posts
 - 4,454 blog shares
 - 438 blog comments
 - Two hour-long Twitter parties

Recipes – Social						
Platform	Impressions	Clicks/Views	CTR/View Rate	CPC/CPV	Engagements	Engagement Rate
Facebook (recipe ads)	3,726,602	102,172	2.74%	\$0.18	93,626	2.5%
Twitter (videos)	2,131,460	637,080	32%	\$0.02	9,330	0.47%
Influencer Central	207,808,826	N/A	N/A	N/A	4,892	N/A
TOTAL	213,666,888	739,252			107,848	

Recipe – Facebook & Instagram screenshots



Recipe – Influencer Central social post screenshot



Recipe – Meredith display screenshot

Influencer Central Blog Samples





Recipe – Meredith display screenshot



Recipe – Influencer Central social post screenshot

Twitter Party #1: April 5th, 2017

- 63,233,132 impressions on #FreshFromFlorida hashtag
- 4,763 tweets using #freshfromflorida
- 513 unique participants

Twitter Party #2 Results: May 24th, 2017

- 75,863,117 impressions on #FreshFromFlorida hashtag
- 6,473 tweets using #freshfromflorida
- 443 unique participants



TWITTER PARTY #1 BLOG PHOTO HIGHLIGHTS – PHASE 1

During Phase 1, Influencers shared photos promoting the benefits of having access to Fresh From Florida commodities year round.



CHERNOFF NEWMAN

TWITTER PARTY #1 BLOG PHOTO HIGHLIGHTS – PHASE 2

During Phase 2, Influencers shared photos of delicious and fresh recipes using Fresh From Florida commodities.



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TWITTER PARTY #1 SOCIAL MEDIA ENGAGEMENT

As noted on the prior slide, Influencers shared links to their blog posts on their social media platforms driving additional engagement and awareness. Below are three examples of posts with very high engagement.

Facebook Post:
165 Reactions, 125 Shares, 33 Comments



Tweet:
209 Retweets, 66 Likes



Instagram Post:
646 Likes, 24 Comments



DIGITAL – HORTICULTURE CAMPAIGN

February 20 – June 30, 2017 Horticulture Campaign

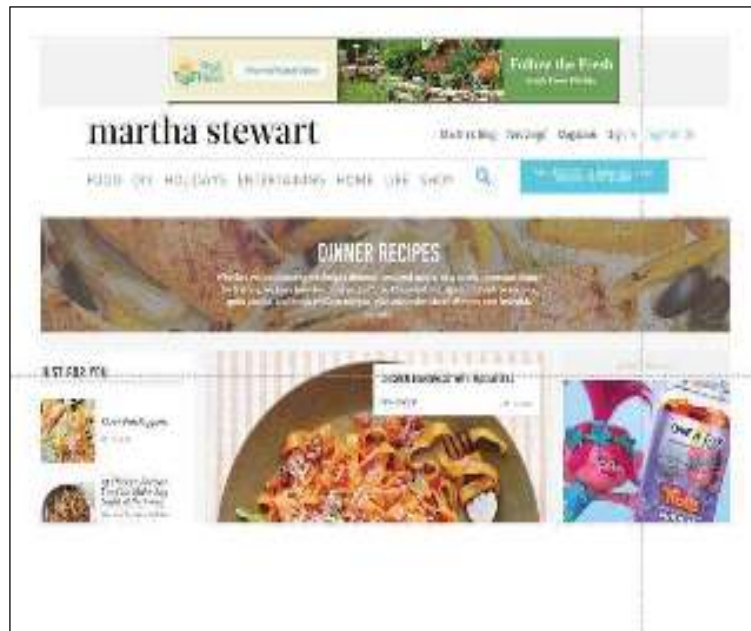
- W35-64 – display & in-banner video
- Site specific placements (Better Homes & Garden, MarthaStewart.com, Family Circle)
- 5,000,000 total impressions

Added value 1,363,637 impressions, \$7,500

Horticulture Campaign				
Platform	Impressions	Clicks	CTR	CPC
Meredith	5,000,000	5,510	0.11%	\$3.63



DIGITAL – HORTICULTURE CAMPAIGN



May 1 – June 30, 2017
Facebook/Twitter Likes Campaign

Likes Campaigns			
Platform	Impressions	Likes	Cost Per Like
Facebook (Likes)	4,741,030	54,426	\$0.94
Twitter (Likes)	592,057	4,159	\$2.28
TOTAL	5,333,087	58,585	\$1.04



May 1 – June 30, 2017 Facebook/Twitter Likes Campaign

Suggested Page

 **Fresh From Florida**
Sponsored (demo)

Florida Sweet Corn & Ricotta Fritters. Like us to get this & other side/starter recipes.



Fresh From Florida
Agricultural Service
217,110 people like this.

✓ Liked

 **Fresh From Florida**
@freshfromFL

Following

These take the pancake. Made with **#FreshFromFlorida** blueberries. For more blueberry recipes, follow us **@freshfromFL**.



10:21 AM - 1 May 2017

36 Retweets 127 Likes



May 1 – June 30, 2017

Facebook/Twitter Lowes Campaign

Lowes Campaign				
Platform	Impressions	Reach	Engagements	Ad Recall Lift*
Facebook	634,616	141,817	1,164	13.40%

*The rate at which an estimated number of people, when asked, would remember seeing your ads within 2 days



RECIPE CAMPAIGN ANALYTICS

FEB 20 – MAY 23, 2017

Source / Medium	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	155,116 % of Total: 78.53% (197,535)	74.69% Avg for View: 74.43% (0.34%)	115,849 % of Total: 78.79% (147,027)	83.51% Avg for View: 81.16% (2.90%)	1.35 Avg for View: 1.50 (-9.70%)	00:00:28 Avg for View: 00:00:35 (-28.49%)
1. Facebook / Banner	73,320 (47.27%)	68.87%	50,498 (43.59%)	85.05%	1.26	00:00:23
2. Outbrain_ / Native_	39,166 (25.25%)	83.59%	32,739 (29.26%)	82.33%	1.46	00:00:35
3. Facebook / Post	23,571 (15.20%)	67.19%	15,837 (13.67%)	83.65%	1.28	00:00:25
4. Outbrain / Native	9,617 (6.20%)	92.48%	8,894 (7.68%)	81.14%	1.58	00:00:38
5. Meredith_ / Banner_	4,772 (3.08%)	78.06%	3,725 (3.22%)	73.34%	1.78	00:00:47
6. Meredith / Banner	4,656 (3.00%)	89.02%	4,145 (3.58%)	83.72%	1.43	00:00:25
7. Twitter / Video	14 (0.01%)	78.57%	11 (0.01%)	71.43%	1.57	00:01:12



RECIPE CAMPAIGN ANALYTICS

FEB 20 – MAY 23, 2017

Given the launch of the new website, analytics are limited. The below metrics compare organic site traffic to campaign site traffic during the campaign flight (available dates).



MEDIA RECAP

MEDIA BUY - RECAP

Total Impressions 18+

• Television (8 wks)	302,402,300
• Digital (14 wks)	47,516,633
• Grocery carts (20 wks)	48,920,400
• Outdoor (20 wks)	60,083,140
• Consumer Magazine (36 wks)	11,580,480
• Social Brand (18 wks)	116,159,713
• Social Likes (8 wks)	5,333,087
• Horticulture (14 wks)	5,000,000

TOTAL

596,995,753



HISTORICAL MEDIA BUY/RECAP

Fiscal Year	Total Media Budget (Gross)	Television Budget (Gross)	Bonus Spot Added Value	TV Added Value	Digital Added Value	Outdoor Added Value	Total Added Value	Added Value % Total Budget
2013	\$ 3,764,000	\$ 3,764,000	\$ 1,592,326	\$ 42,660	\$ -	\$ -	\$ 1,634,986	43%
2014	\$ 2,553,643	\$ 2,553,643	\$ 898,284	\$ 70,260	\$ -	\$ -	\$ 968,544	38%
2015	\$ 3,487,082	\$ 3,312,282	\$ 1,001,994	\$ 101,550	\$ 31,300	\$ -	\$ 1,134,844	33%
2016	\$ 3,236,610	\$ 2,549,443	\$ 895,527	\$ 27,500	\$ 54,173	\$ 29,590	\$ 1,006,790	31%
2017	\$ 3,387,887	\$ 2,074,415	\$ 778,992	\$ 23,100	\$ 19,500	\$ -	\$ 821,592	24%
Total	\$ 16,429,221	\$ 14,253,783	\$ 5,167,123	\$ 265,070	\$ 104,973	\$ 29,590	\$ 5,566,756	34%