



NEW ADVERTISER - MONTHLY PROPOSAL

1st Qtr 2007

Advertiser: NEW ADVERTISER
 Spot Length(s): :30
 Plan Number: 60335
 Agency: AD EXCELLENCE
 Buyer: SHIRLEY ALAVA
 Estimate #: SATELLITE SERVICE

Acct. Exec: Misty Pope
 Phone #: 813-225-2728
 Email: mpope@wfla.com

Flight Dates: 03/05/2007-03/25/2007

Station	Program	Length	Time	M	R	M	R	M	DMA	DMA	W	Rate
				5	12	19			P50+	P50+	k	Spots
									RTG	(000)	s	Spots

WFLA												
DAYTIME				2	2	2			1.8	28.4		\$225.00
:30	Mo-Fr	10:00a-11:00a									3	6
NEWS CHANNEL 8 MID-DAY				3	3	3			2.0	31		\$225.00
:30	Mo-Fr	11:00a-12:00p									3	9
NEWS CHANNEL 8 5P				1	--	--			6.2	97.4		\$860.00
:30	Mo-Fr	5:00p-5:30p									1	1
NEWS CHANNEL 8 5P				--	1	--			6.2	97.4		\$875.00
:30	Mo-Fr	5:00p-5:30p									1	1
WEATHERPLUS 6AM-12PM				5	5	5			0.3	4.9		\$25.00
:30	Mo-Su	6:00a-12:00p									3	15
Book: WeatherPlus (s)												
WEATHERPLUS 12PM-6PM				5	5	5			0.1	1.7		\$25.00
:30	Mo-Su	12:00p-6:00p									3	15
Book: WeatherPlus (s)												
WEATHERPLUS 6PM-12AM				5	5	5			0.1	1.6		\$25.00
:30	Mo-Su	6:00p-12:00a									3	15
Book: WeatherPlus (s)												
WEATHERPLUS 12AM-6AM				5	5	5			0.0	0.6		\$25.00
:30	Mo-Su	12:00a-6:00a									3	15
Book: WeatherPlus (s)												
NEWSCHANNEL 8 @ 12N				1	1	1			3.5	54		\$225.00
:30	Sat	12:00p-1:00p									3	3
REEL ANIMAL FISHING SHOW (SAT)				1	1				1.0	15.1		\$80.00
:30	Sat	1:00p-1:30p									3	3
NEWSCHANNEL 8 @ NOON				1	1	1			2.6	40.8		\$225.00
:30	Sun	12:00p-1:00p									3	3
STAR WATCH				1	1	1			2.1	33.5		\$250.00
:30	Sun	12:00a-12:30a									3	3
THE SPOT				1	1	1			1.9	29.6		\$200.00
:30	Sun	12:30a-1:00a									3	3
EXTRA WEEKEND				1	1	1			1.9	30.8		\$150.00
:30	Sun	1:00a-2:00a									3	3

WFLA Totals	32	32	31									\$10,000.00
GRP/(000)				87.7	1387.6							Spts: 95
Reach:				41.9	41.9							
Frequency:				2.1	2.1							

Agency Commission @ 15%												\$1,500.00
Net Cost												\$8,500.00
Approved by:	_____											

General Summary

Name	Spots	Cost	Grps	Gross	Reach	Freq	3+ Reach	CPP	CPM	Net Reach	Population
WFLA	95	\$10,000	87.7	1387.6	41.9	2.1	20.9	\$114.03	\$7.21	662,659	1,583,315