

Scripps Networks



Flowchart From Order: Dollar and impression distribution agency comment

Order#: 156441

Advertiser: ELEXA CONSUMER PRODUCTS, INC.

Agency: ELEXA CONSUMER PRODUCTS, INC.

AE: Karen Hood

Product: LEVEL MOUNT

Contact: Jeff Petras

Program	Len	P25-54 Units (Eq: 000)	Weekly Unit(s) Distribution for Quarter - Q409												Cost per unit	Total Cost
			9/28	10/05	10/12	10/19	10/26	11/02	11/09	11/16	11/23	11/30	12/07	12/14		

Network: Do It Yourself

Daytime(9:00AM - 4:00PM)

Day Rotation M-F 9:00a - 4:00p	:30	25	19		2	1	1	1	1	3	3	3	1	1	2
Day Rotation Th 9:00a - 4:00p	:30	25	2				2								
[Ultimate Sportsman Lodge]	BB:		1			1									
House Crashers M-F 9:00a - 4:00p	:30	25	2		1										1
Man Caves M-F 9:00a - 4:00p	:30	25	4					2					2		
	BB:		2					1					1		

Early Fringe(4:00PM - 8:00PM)

Early Fringe Rotation M-F 4:00p - 8:00p	:30	32	4					1		1	1				1
Sweat Equity M-F 4:00p - 8:00p	:30	32	2							1	1				

Primetime (8:00PM - 12:00AM) [MIRROR]

Cool Tools Th 9:00p - 9:30p Mirrored	:30	85	3								1	1	1		
	BB:		1								1				
Cool Tools Th 9:30p - 10:00p Mirrored	:30	85	3							1		1			1
	BB:		1							1					
House Crashers W 10:30p - 11:00p Mirrored	:30	85	1					1							
Man Caves Tu 9:00p - 9:30p Mirrored	:30	85	2								1				1
Prime Rotation M-Su 8:00p - 9:00p Mirrored	:30	85	4		1	1	1			1					
Prime Rotation M-Su 9:00p - 12:00a Mirrored	:30	85	9					1		2	1	2	1	1	1

Weekend Morning(7:00AM - 1:00PM)

House Crashers Sa-Su 7:00a - 1:00p	:30	66	4					2		1					1
	BB:		1					1							
Wkd Morning Rotation Sa-Su 7:00a - 1:00p	:30	66	12		1	1	1	1		1	3	2	1	1	

Weekend Day(1:00PM - 8:00PM)

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				9/28	10/05	10/12	10/19	10/26	11/02	11/09	11/16	11/23	11/30	12/07		
Network: Do It Yourself																
Cool Tools Sa-Su 1:00p - 8:00p	:30	70	6				1	1	1	1	1					
	BB:		2					1			1					
Wkd Day Rotation Sa-Su 1:00p - 8:00p	:30	70	7		1	1	1	1	1			2				
<u>Daytime Basics/FYIs(9:00AM - 4:00PM)</u>																
Daytime Basics M-F 9:00a - 4:00p	:30	51	7		1	1	1	1	1			1				
<u>Early Basics/FIYs(4:00PM - 8:00PM)</u>																
Early Fringe Basics M-F 4:00p - 8:00p	:30	65	3							1			1	1		
<u>Prime Basics/FYIs (7:00PM - 12:00AM) [MIRROR]</u>																
Prime Basics M-Su 8:00p - 9:00p Mirrored	:30	170	2								1	1				
Prime Basics M-Su 9:00p - 12:00a Mirrored	:30	170	5							1	1		1	1	1	
<u>Weekend Basics/FYIs(7:00AM - 8:00PM)</u>																
Weekend Day Basics Sa-Su 1:00p - 8:00p	:30	140	3					1	1		1					
Weekend Morning Basics Sa-Su 7:00a - 1:00p	:30	132	3							1		1	1			
Network: Do It Yourself	Units (Eq.:30):	107.00			7.00	6.00	8.00	8.00	9.00	12.00	17.00	13.00	10.00	8.00	9.00	
	Total Units:	107			7	6	8	8	9	12	17	13	10	8	9	
	Billboard:	8					2	1	1		2	1	1			
	IMPs (000):	7261			347	367	417	499	523	907	1240	921	749	694	597	
	IMPs (%):				4.8	5.1	5.7	6.9	7.2	12.5	17.1	12.7	10.3	9.6	8.2	
	Total Cost(\$):															
Units by length:	:30	107			7	6	8	8	9	12	17	13	10	8	9	

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			9/28	10/05	10/12	10/19	10/26	11/02	11/09	11/16	11/23	11/30	12/07	12/14			12/21
Quarter: Q409	Units (Eq.:30):	107.00			7.00	6.00	8.00	8.00	9.00	12.00	17.00	13.00	10.00	8.00	9.00		
	Total Units:	107			7	6	8	8	9	12	17	13	10	8	9		
	Billboard:	8					2	1	1		2	1	1				
	IMPs (000):	7261			347	367	417	499	523	907	1240	921	749	694	597		
	IMPs (%):				4.8	5.1	5.7	6.9	7.2	12.5	17.1	12.7	10.3	9.6	8.2		
	Total Cost(\$):																
Units by length:			:30	107	7	6	8	8	9	12	17	13	10	8	9		
Grand Total: Units:		107															
BB:		8															
IMPs (000):		7,261															