

Flowchart Detail - Talarico for Texas 4Q26 Scatter - CW Sports
Talarico For Texas

Agency: Viewpoint Ads

Account Exec: Matt Pares

Deal #: 63977v1

Billing Address: 537 Brunello Way
Knoxville, TN 37919

Buyer:

Order Date: 10/20/2026

Rating Stream: BD LSD

Equivalized: Yes

Show as Equiv: Yes

Primary Demo: A18+ LGY BD LSD



Various Flights: 09/28/26 - 12/27/26

Q4 2026 - Various																						A18-49 LGY BD LSD (000)			
Quarter	Daypart	Category	Selling Name Display Times	Len	Rate	Brand	Weekdays	9/28	10/5	10/12	10/19	10/26	11/2	11/9	11/16	11/23	11/30	12/7	12/14	12/21	Units	EQ Units	Dollars		
Sports																									
Q4 2026	Sports	Football	ACC Football Sat 12n-12a	:30		Various	----Sa--					1									1	1		133	
Sports Total																						1	1		133
Q4 2026 - Various Total																						1	1		133

Flowchart Summary - Talarico for Texas 4Q26 Scatter - CW Sports
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	9/28	10/5	10/12	10/19	10/26	11/2	11/9	11/16	11/23	11/30	12/7	12/14	12/21	Total
:30 Units	0	0	0	1	0	0	0	0	0	0	0	0	0	1
Units %	0.0 %	0.0 %	0.0 %	100.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	100.0 %
Units % in Wk.	0.0 %	0.0 %	0.0 %	100.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	100.0 %
Dollars	\$0	\$0	\$0		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
A18-49 LGY BD LSD (000)	0	0	0	133	0	0	0	0	0	0	0	0	0	133
A18-49 LGY BD LSD (000) %	0.0 %	0.0 %	0.0 %	100.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	100.0 %
A18-49 LGY BD LSD (000) % in Wk	0.0 %	0.0 %	0.0 %	100.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	100.0 %
A18-49 LGY BD LSD GRP % in Wk	0.0 %	0.0 %	0.0 %	100.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	100.0 %
A18-49 LGY BD LSD CPM	\$0.00	\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Total Units Equivalized	0	0	0	1	0	0	0	0	0	0	0	0	0	1
Units %	0.0 %	0.0 %	0.0 %	100.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	100.0 %
Units % in Wk.	0.0 %	0.0 %	0.0 %	100.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	100.0 %
Dollars	\$0	\$0	\$0		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
A18-49 LGY BD LSD (000)	0	0	0	133	0	0	0	0	0	0	0	0	0	133
A18-49 LGY BD LSD (000) %	0.0 %	0.0 %	0.0 %	100.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	100.0 %
A18-49 LGY BD LSD (000) % in Wk	0.0 %	0.0 %	0.0 %	100.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	100.0 %
A18-49 LGY BD LSD GRP % in Wk	0.0 %	0.0 %	0.0 %	100.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	100.0 %
A18-49 LGY BD LSD CPM	\$0.00	\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	