



# Buy Detail Report

4/26/2021

**Client:** Fidelity Bank Q2 2021  
**Media:** TV  
**Product:** N/A  
**Flight Date:** 04/26/2021 - 05/09/2021  
**Market/System:** Raleigh-Durham  
 SPECTRUM, Central Wake County

**Estimate:** 146170  
**Survey:** Apr21 Proj. (Apr20 HUT, Feb21 SHR) CSM Comscore Live Only

# of SPOTS PER WEEK

Station	Affil	Day	Time	Program	4/26 5/2	5/3 5/9	Total Spots
CNN-TV		Th-Su	6:00p-12:00a	AVG. ALL WKS<	2	2	4
		M-F	10:00a- 6:00p	AVG. ALL WKS<	4	4	8
ESPN-TV		Th-Su	10:00a- 6:00p	VARIOUS	4	4	8
HIST-TV		M-Su	6:00p-12:00a	AVG. ALL WKS<	2	2	4
ABRALSC7-TV		M-Su	6:00a-12:00a	VARIOUS	20	20	40
CNBC-TV		M-F	6:00a- 9:00a	squak box	4	4	8
		M-F	3:00p- 6:00p	CLOSING BELL<	4	4	8
		M-F	10:00a- 6:00p	VARIOUS	4	4	8
GOLF-TV		M-Su	6:00p-12:00a	AVG. ALL WKS<	2	2	4
		Sa-Su	10:00a- 6:00p	AVG. ALL WKS<	4	4	8
		Sa-Su	6:00p-12:00a	AVG. ALL WKS	2	2	4
<b>Station Total:</b>							<b>104</b>
Spots Per Week					52	52	104

SCHEDULE TOTALS

TOTAL SPOTS: 104

Disclaimer:

Agreed to and Accepted by: \_\_\_\_\_



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4/26/2021

**Client:** Fidelity Bank Q2 2021  
**Media:** TV  
**Product:** N/A  
**Flight Date:** 04/26/2021 - 05/09/2021  
**Market/System:** Raleigh-Durham  
 SPECTRUM, North Wake County, NC

**Estimate:** 146170  
**Survey:** Apr21 Proj. (Apr20 HUT, Feb21 SHR) CSM Comscore Live Only

# of SPOTS PER WEEK

Station	Affil	Day	Time	Program	4/26 5/2	5/3 5/9	Total Spots
CNN-TV		Th-Su	10:00a- 6:00p	AVG. ALL WKS<	4	4	8
DISC-TV		M-F	6:00p-12:00a	VARIOUS	2	2	4
HIST-TV		M-Su	6:00p-12:00a	AVG. ALL WKS<	4	4	8
ABRALSC7-TV		M-Su	6:00a-12:00a	VARIOUS	20	20	40
CNBC-TV		M-Su	6:00p-12:00a	AVG. ALL WKS<	2	2	4
		M-F	6:00a- 9:00a	CLOSING BELL<	4	4	8
		M-F	3:00p- 6:00p	CLOSING BELL<	4	4	8
GOLF-TV		Sa-Su	10:00a- 6:00p	AVG. ALL WKS<	4	4	8
		Sa-Su	6:00p-12:00a	AVG. ALL WKS	6	6	12
		Th-Su	6:00p-12:00a	AVG. ALL WKS<	4	4	8
<b>Station Total:</b>							<b>108</b>
Spots Per Week					54	54	108

SCHEDULE TOTALS

TOTAL SPOTS: 108

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**Flight Date:** 04/26/2021 - 05/09/2021  
**Market/System:** Raleigh-Durham  
 SPECTRUM, Raleigh (IRAL) Int, N

**Estimate:** 146170  
**Survey:** Apr21 Proj. (Apr20 HUT, Feb21 SHR) CSM Comscore Live Only

# of SPOTS PER WEEK

Station	Affil	Day	Time	Program	4/26 5/2	5/3 5/9	Total Spots
TRAV-TV		M-Su	6:00a-12:00a	VARIOUS	10	10	20
BBCA-TV		M-Su	6:00a-12:00a	VARIOUS	10	10	20
AHC-TV		M-Su	6:00a-12:00a	VARIOUS	10	10	20
BNC-TV	Cable	M-F	6:00a- 6:00p	VARIOUS	15	15	30
ABRALSC3-TV		M-Su	6:00a-12:00a	VARIOUS	20	20	40
FBN-TV		M-Su	5:00a-10:00a	VARIOUS	10	10	20
		M-Su	10:00a- 6:00p	VARIOUS	10	10	20
<b>Station Total:</b>							<b>170</b>
Spots Per Week					85	85	170

SCHEDULE TOTALS

TOTAL SPOTS: 170

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**Media:** TV  
**Product:** N/A  
**Flight Date:** 04/26/2021 - 05/09/2021  
**Market/System:** Raleigh-Durham  
 SPECTRUM, SE Wake County, NC

**Estimate:** 146170  
**Survey:** Apr21 Proj. (Apr20 HUT, Feb21 SHR) CSM Comscore Live Only

# of SPOTS PER WEEK

Station	Affil	Day	Time	Program	4/26 5/2	5/3 5/9	Total Spots
CNN-TV		M-Su	6:00p-12:00a	VARIOUS	4	4	8
		M-Su	10:00a- 6:00p	AVG. ALL WKS<	4	4	8
ESPN-TV		Sa-Su	10:00a- 6:00p	VARIOUS	4	4	8
		M-Su	12:00a- 2:00a	SPORTSCEN TER 1<	2	2	4
ABRALSC7-TV		M-Su	6:00a-12:00a	VARIOUS	20	20	40
CNBC-TV		M-Su	6:00p-12:00a	AVG. ALL WKS<	2	2	4
		M-F	6:00a- 9:00a	SQUAK BOX	4	4	8
		M-F	3:00p- 6:00p	CLOSING BELL<	4	4	8
GOLF-TV		M-Su	6:00p-12:00a	AVG. ALL WKS<	2	2	4
		Sa-Su	6:00p-12:00a	AVG. ALL WKS	4	4	8
		Sa-Su	10:00a- 6:00p	AVG. ALL WKS<	4	4	8
<b>Station Total:</b>							<b>108</b>
Spots Per Week					54	54	108

SCHEDULE TOTALS

TOTAL SPOTS: 108

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**Media:** TV  
**Product:** N/A  
**Flight Date:** 04/26/2021 - 05/09/2021  
**Market/System:** Raleigh-Durham  
 SPECTRUM, SW Wake County, NC

**Estimate:** 146170  
**Survey:** Apr21 Proj. (Apr20 HUT, Feb21 SHR) CSM Comscore Live Only

# of SPOTS PER WEEK

Station	Affil	Day	Time	Program	4/26 5/2	5/3 5/9	Total Spots
CNN-TV		M-F	10:00a- 6:00p	AVG. ALL WKS<	4	4	8
		M-Su	6:00p-12:00a	VARIOUS	4	4	8
ESPN-TV		Sa-Su	10:00a- 6:00p	VARIOUS	4	4	8
		M-Su	12:00a- 2:00a	SPORTSCEN TER 1<	3	3	6
HIST-TV		Sa-Su	10:00a- 6:00p	AVG. ALL WKS<	4	4	8
ABRALSC7-TV		M-Su	6:00a-12:00a	VARIOUS	20	20	40
CNBC-TV		M-F	6:00a- 9:00a	SQUAK BOX	4	4	8
		M-F	3:00p- 6:00p	CLOSING BELL<	4	4	8
		Th-Su	6:00p-12:00a	AVG. ALL WKS<	2	2	4
GOLF-TV		Sa-Su	6:00p-12:00a	AVG. ALL WKS	4	4	8
		Th-Su	10:00a- 6:00p	AVG. ALL WKS<	6	6	12
<b>Station Total:</b>							<b>118</b>
Spots Per Week					59	59	118

SCHEDULE TOTALS

TOTAL SPOTS: 118

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# of SPOTS PER WEEK

Station	Affil	Day	Time	Program	4/26 5/2	5/3 5/9	Total Spots
WNCN-TV	CBS	M-Su	6:00a- 2:00a	WEB BANNER AD	1	0	1
	CBS	M-Su	6:00a- 2:00a	BONUS	5	5	10
	CBS	M-F	5:30a- 6:00a	CBS 17 NEWS AT 530AM	2	2	4
	CBS	M-F	5:00a- 7:00a	spon of AM news	20	20	40
	CBS	M-F	6:00a- 7:00a	CBS 17 NEWS AT 6AM	2	2	4
	CBS	M-F	7:00a- 9:00a	CBS THIS MORNING	2	2	4
	CBS	M-F	6:30p- 7:00p	CBS EVENING NEWS	2	2	4
	CBS	M-F	11:35p-12:35a	LATE SHOW W/ STEPHEN COLBERT	1	0	1
	CBS	M-F	12:35a- 1:35a	LATE LATE SHOW W/ JAMES CORDEN	1	1	2
	CBS	Sa	6:00a- 7:00a	CBS 17 NEWS AT 6AM SAT	1	1	2
	CBS	Sa	7:00a- 9:00a	CBS THIS MORNING SAT	1	1	2
	CBS	Sa	9:00a-10:00a	CBS 17 NEWS AT 9AM	1	1	2
	CBS	Sa	6:00p- 6:30p	CBS 17 NEWS AT 6PM SAT	1	0	1
	CBS	Sa	11:00p-12:00a	CBS 17 News at 11P SAT	1	1	2
	CBS	Sa-Su	3:00p- 6:00p	PGA - Valspar Championship	1	0	1
	CBS	Sa-Su	3:00p- 6:00p	PGA- Wells Fargo Championship	0	1	1
	CBS	Su	6:00a- 7:00a	CBS 17 NEWS AT 6AM SUN	1	0	1
	CBS	Su	8:00a- 9:00a	CBS 17 NEWS AT 8AM SUN	1	0	1
	CBS	Su	9:00a-10:30a	CBS SUNDAY MORNING	1	0	1
	CBS	Su	6:00p- 6:30p	CBS 17 NEWS AT 6PM SUN	1	0	1
	CBS	Su	7:00p- 8:00p	60 MINUTES	1	0	1



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# of SPOTS PER WEEK

Station	Affil	Day	Time	Program	4/26 5/2	5/3 5/9	Total Spots
	CBS	Su	11:00p-12:00a	CBS 17 NEWS AT 11P SUN	1	0	1
<b>Station Total:</b>							<b>87</b>
Spots Per Week					48	39	87

SCHEDULE TOTALS

TOTAL SPOTS: 87

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