Please download & open with Adobe Reader only.
Using Preview or viewing with a browser will not calculate Weighted Markets below.

WILD SPOT UNIT WORKSHEET

Advertiser	Product	Report Date	Estimate#	PO#	Job Number

Title	Length	Commercial ID#

Type — TV / Audio — Cable / Canada — Spanish / Other _____

Edit Ver Length	Edit Version #

Contract Year
2018

Major Markets
Initial NY / LA / Chi

Upgrade NY / LA / Chi

Total NY / LA / Chi

Total Units

Cycle Dates
from

To

	Weighted Markets	Units
	Atlanta, GA (6)	
	Austin, TX (2)	
	Baltimore (3)	
	Boston, MA (6)	
	Charlotte, NC (3)	
	Cincinnati (2)	
	Cleveland (4)	
	Columbus, OH (2)	
	Dallas / Fort Worth (7)	
	Denver (4)	
	Detroit (5)	
	Grand Rapids/Kalamazoo/Battle Creek (2)	
	Greenville/Spartanburg/Asheville/Anderson (2)	
	Hartford / New Haven (2)	
	Houston (6)	
	Indianapolis (3)	
	Kansas City (2)	
	Las Vegas, NV (2)	
	Mexico / Mexico City (49)	
	Miami (4)	
	Milwaukee (2)	
	Minneapolis / St. Paul (4)	
	Montreal (5)	
	Nashville (2)	
	Norfolk / Portsmouth / Newport News (2)	
	Oklahoma City (2)	
	Orlando / Daytona Beach (4)	
	Philadelphia (8)	
	Phoenix (5)	
	Pittsburgh (3)	
	Portland, OR (3)	
	Puerto Rico (3)	
	Raleigh / Durham (3)	
	Sacramento / Stockton (3)	
	Salt Lake City (2)	
	San Antonio (2)	
	San Diego (3)	
	San Francisco (7)	
	Seattle / Tacoma (5)	
	St Louis, MO (3)	
	Tampa / St. Petersburg (5)	
	Toronto (8)	
	Vancouver, B.C. (3)	
	Washington, D.C. (6)	
	West Palm Beach / Fort Pierce (2)	

	Unweighted Markets (1 each)	Units

	Spanish Language Unit Rating	Units
	Albuquerque, NM (3)	
	Atlanta, GA (2)	
	Austin, TX (2)	
	Boston, MA (2)	
	Chicago, IL (9)	
	Dallas / Fort Worth (9)	
	Denver, CO (4)	
	El Centro / Yuma / Mexicali, MX (6)	
	El Paso / Juarez (11)	
	Fresno / Visalia (4)	
	Houston (11)	
	Laredo / Nuevo Laredo (2)	
	Las Vegas, NV (2)	
	Los Angeles (39)	
	McAllen / Brownsville / Matamoros, MX (8)	
	Miami (17)	
	New York (32)	
	Orlando (3)	
	Philadelphia (3)	
	Phoenix (6)	
	Puerto Rico (21)	
	Sacramento (3)	
	San Antonio (8)	
	San Diego / Tijuana, MX (12)	
	San Francisco (7)	
	Tampa, FL (3)	
	Washington, D.C. (3)	

Total Spanish Units _____

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