

WOC10433181 [00.00]

Order Printout



Order Status:	Opened-New	Start/End Dates:	07/26/16 - 08/01/16	C/P/E:	441 / 842 / 7446
Traffic #:		Agency:	National Media Research Planning & Placement, LLC.	Product Desc.:	Josh Hawley for Attorney General
Buyer Order #:	5197300	Advertiser:	441 - Josh Hawley for AG	Estimate Desc.:	TV July 26 - Aug 1
AE:	Unassigned (Natalie Murphy)	Buyer:		Total Cost:	\$28,900.00 (Cash)
Property:	KYTV TV	Primary Demo:	Adults 35+ (RTG)	Received Date:	7/08/16 8:40 AM

Comments:

Separation: 30

List Items							Spots												Totals		Adults 35+		
Line	Program	ST	Len	Time	Days TWTFSSM	Rate	Jul 26												Total Spots	Total Cost	RTG	GRP	CPP
1	OZARKS TODAY	NM	:30	6:00 AM-7:00 AM	-----M	430.00	1												1	430.00	8.40	8.40	51.19
	(Program: OZARKS TODAY)3Q INSIDE WINDOW																						
1	OZARKS TODAY	NM	:30	6:00 AM-7:00 AM	T-----	430.00	1												1	430.00	8.40	8.40	51.19
	(Program: OZARKS TODAY)3Q INSIDE WINDOW																						
1	OZARKS TODAY	NM	:30	6:00 AM-7:00 AM	-W-----	430.00	1												1	430.00	8.40	8.40	51.19
	(Program: OZARKS TODAY)3Q INSIDE WINDOW																						
1	OZARKS TODAY	NM	:30	6:00 AM-7:00 AM	--T----	430.00	1												1	430.00	8.40	8.40	51.19
	(Program: OZARKS TODAY)3Q INSIDE WINDOW																						
2	TODAY SHW	NM	:30	7:00 AM-8:00 AM	-----M	365.00	1												1	365.00	8.10	8.10	45.06
	(Program: TODAY SHW)3Q INSIDE WINDOW																						
2	TODAY SHW	NM	:30	7:00 AM-8:00 AM	T-----	365.00	1												1	365.00	8.10	8.10	45.06
	(Program: TODAY SHW)3Q INSIDE WINDOW																						
2	TODAY SHW	NM	:30	7:00 AM-8:00 AM	-W-----	365.00	1												1	365.00	8.10	8.10	45.06
	(Program: TODAY SHW)3Q INSIDE WINDOW																						
2	TODAY SHW	NM	:30	7:00 AM-8:00 AM	--T----	365.00	1												1	365.00	8.10	8.10	45.06
	(Program: TODAY SHW)3Q INSIDE WINDOW																						
2	TODAY SHW	NM	:30	7:00 AM-8:00 AM	---F---	365.00	1												1	365.00	8.10	8.10	45.06
	(Program: TODAY SHW)3Q INSIDE WINDOW																						
3	SATURDAY TODAY	NM	:30	6:00 AM-7:00 AM	----S--	125.00	1												1	125.00	3.50	3.50	35.71
	(Program: SATURDAY TODAY)3Q INSIDE WINDOW																						
4	OZKS TDA WKND	NM	:30	7:00 AM-8:00 AM	----S--	200.00	1												1	200.00	6.30	6.30	31.75
	(Program: OZKS TDA WKND)3Q INSIDE WINDOW																						

List Items							Spots												Totals		Adults 35+		
Line	Program	ST	Len	Time	Days TWTFSSM	Rate	Jul 26												Total Spots	Total Cost	RTG	GRP	CPP
5	SATURDAY TODAY	NM	:30	8:00 AM-9:00 AM	----S--	175.00	1											1	175.00	4.70	4.70	37.23	
	(Program: SATURDAY TODAY)3Q INSIDE WINDOW																						
6	OZKS TDA WKND	NM	:30	7:00 AM-8:00 AM	-----S-	210.00	1											1	210.00	8.30	8.30	25.30	
	(Program: OZKS TDA WKND)3Q INSIDE WINDOW																						
7	SUN TODAY-NBC	NM	:30	8:00 AM-9:00 AM	-----S-	125.00	1											1	125.00	4.00	4.00	31.25	
	(Program: SUN TODAY-NBC)3Q INSIDE WINDOW																						
8	KY 3 NEWS-NOON	NM	:30	12:00 PM-12:30 PM	-----M	225.00	1											1	225.00	8.30	8.30	27.11	
	(Program: KY 3 NEWS-NOON)3Q INSIDE WINDOW																						
8	KY 3 NEWS-NOON	NM	:30	12:00 PM-12:30 PM	-W-----	225.00	1											1	225.00	8.30	8.30	27.11	
	(Program: KY 3 NEWS-NOON)3Q INSIDE WINDOW																						
8	KY 3 NEWS-NOON	NM	:30	12:00 PM-12:30 PM	--T----	225.00	1											1	225.00	8.30	8.30	27.11	
	(Program: KY 3 NEWS-NOON)3Q INSIDE WINDOW																						
9	ANDY GRIFFITH	NM	:30	12:30 PM-1:00 PM	T-----	200.00	1											1	200.00	6.00	6.00	33.33	
	(Program: ANDY GRIFFITH)3Q INSIDE WINDOW																						
9	ANDY GRIFFITH	NM	:30	12:30 PM-1:00 PM	--T----	200.00	1											1	200.00	6.00	6.00	33.33	
	(Program: ANDY GRIFFITH)3Q INSIDE WINDOW																						
10	KY 3 NEWS-FIVE	NM	:30	5:00 PM-5:30 PM	T-----	560.00	1											1	560.00	11.00	11.00	50.91	
	(Program: KY 3 NEWS-FIVE)3Q INSIDE WINDOW																						
10	KY 3 NEWS-FIVE	NM	:30	5:00 PM-5:30 PM	-W-----	560.00	1											1	560.00	11.00	11.00	50.91	
	(Program: KY 3 NEWS-FIVE)3Q INSIDE WINDOW																						
10	KY 3 NEWS-FIVE	NM	:30	5:00 PM-5:30 PM	---F---	560.00	1											1	560.00	11.00	11.00	50.91	
	(Program: KY 3 NEWS-FIVE)3Q INSIDE WINDOW																						
11	NBC NITELY NWS	NM	:30	5:30 PM-6:00 PM	-----M	700.00	1											1	700.00	14.30	14.30	48.95	
	(Program: NBC NITELY NWS)3Q INSIDE WINDOW																						
11	NBC NITELY NWS	NM	:30	5:30 PM-6:00 PM	T-----	700.00	1											1	700.00	14.30	14.30	48.95	
	(Program: NBC NITELY NWS)3Q INSIDE WINDOW																						
11	NBC NITELY NWS	NM	:30	5:30 PM-6:00 PM	-W-----	700.00	1											1	700.00	14.30	14.30	48.95	
	(Program: NBC NITELY NWS)3Q INSIDE WINDOW																						
11	NBC NITELY NWS	NM	:30	5:30 PM-6:00 PM	--T----	700.00	1											1	700.00	14.30	14.30	48.95	
	(Program: NBC NITELY NWS)3Q INSIDE WINDOW																						
11	NBC NITELY NWS	NM	:30	5:30 PM-6:00 PM	---F---	700.00	1											1	700.00	14.30	14.30	48.95	
	(Program: NBC NITELY NWS)3Q INSIDE WINDOW																						
12	KY 3 NEWS-SIX	NM	:30	6:00 PM-6:30 PM	-----M	800.00	1											1	800.00	14.30	14.30	55.94	
	(Program: KY 3 NEWS-SIX)3Q INSIDE WINDOW																						
12	KY 3 NEWS-SIX	NM	:30	6:00 PM-6:30 PM	T-----	800.00	1											1	800.00	14.30	14.30	55.94	
	(Program: KY 3 NEWS-SIX)3Q INSIDE WINDOW																						
12	KY 3 NEWS-SIX	NM	:30	6:00 PM-6:30 PM	--T----	800.00	1											1	800.00	14.30	14.30	55.94	
	(Program: KY 3 NEWS-SIX)3Q INSIDE WINDOW																						
13	KY3 NWS WKD ED	NM	:30	6:00 PM-6:30 PM	----S--	250.00	1											1	250.00	10.60	10.60	23.58	
	(Program: KY3 NWS WKD ED)3Q INSIDE WINDOW																						
14	KY3NWS FIVE-SU	NM	:30	5:28 PM-6:00 PM	-----S-	500.00	1											1	500.00	8.00	8.00	62.50	
	(Program: KY3NWS FIVE-SU)3Q INSIDE WINDOW																						

List Items							Spots													Totals		Adults 35+		
Line	Program	ST	Len	Time	Days TWTFSSM	Rate	Jul 26												Total Spots	Total Cost	RTG	GRP	CPP	
26	TONITE SHW-NBC	NM	:30	10:35 PM-11:35 PM	-W-----	355.00	1											1	355.00	4.30	4.30	82.56		
	(Program: TONITE SHW-NBC)3Q INSIDE WINDOW																							
26	TONITE SHW-NBC	NM	:30	10:35 PM-11:35 PM	--T----	355.00	1											1	355.00	4.30	4.30	82.56		
	(Program: TONITE SHW-NBC)3Q INSIDE WINDOW																							
26	TONITE SHW-NBC	NM	:30	10:35 PM-11:35 PM	---F---	355.00	1											1	355.00	4.30	4.30	82.56		
	(Program: TONITE SHW-NBC)3Q INSIDE WINDOW																							
27	SAT NITE LIVE	NM	:30	10:30 PM-12:00 XM	----S--	170.00	1											1	170.00	2.30	2.30	73.91		
	(Program: SAT NITE LIVE)3Q INSIDE WINDOW																							
Spot Totals:							57											57	\$28,900.00		501.80			
Adults 35+ GRP:							501.80																	

MONTH	SPOTS	COST	GRP	MONTH	SPOTS	COST	GRP
July	57	\$28,900.00	501.80				