

320105

## Buy Detail Report

Copy

Revision #:

Date: 8/23/2016

Client: Ben McAdams for Salt Lake County  
Mayor

Estimate: 1480

Vendor: KSTU-TV

Media: TV

5020 West Amelia Earhart Dr.

Product: Mayor

Flight Start Date: 9/12/2016 03:00 AM

Market: Salt Lake City-Ogden

Flight End Date: 11/13/2016 02:59 AM

Salt Lake City, UT 84116

Primary Demo: Adults 21+

Separation between spots: 15

Buyer: Peggy Conway

Phone: 801-536-1341 O

Estimate Comments: THIS SCHEDULE ENDS ON NOV 8 AT 9AM

Daypart Program	Daypart Code	STN Gross	Dur	Wks	9/12	9/19	10/17	10/31	11/7	Total Spots	Adults 21+ Rtg/CPP
KSTU-TV											
1 MTuWThF 5:30a-6:00a	EM	\$150.00	30	2	2	2	2	2	1	9	1.8
GOOD DAY UTAH											\$83.33
2 MTuWThF 6:30a-7:00a	EM	\$275.00	30	1	1	2	2	2	1	7	3.0
GOOD DAY UTAH											\$91.67
3 MTuWThF 7:00a-8:00a	EM	\$325.00	30	1	1	2	2	2	1	7	3.4
GOOD DAY UTAH											\$95.59
4 Sa 8:00a-8:30a	EM	\$225.00	30	1	1	1	1	1	0	4	3.7
GOOD DAY UTAH											\$60.81
5 Su 8:00a-8:30a	EM	\$200.00	30	1	1	1	1	1	0	4	3.1
GOOD DAY UTAH											\$64.52
6 Su 8:30a-9:00a	EM	\$200.00	30	1	1	1	1	1	0	4	3.1
GDU SU 830A											\$64.52
7 MTuWThF 9:00p-10:05p	LN	\$900.00	30	2	2	2	2	2	1	9	5.0
FOX NEWS 9											\$180.00
8 MTuWThF 10:05p-10:35p	LF	\$400.00	30	2	2	2	2	2	1	9	3.2
MODERN FAM											\$125.00
Total Spots:				11	11	13	13	5		53	
Total GRP/GIMP(000):				36.3	36.3	42.7	42.7	16.4			174.4
Total CPP/CPM:											\$113.25
Total Cost:		\$19,750.00								53	
Station Monthly Summary											
SEP 16		\$8,250.00								22	
OCT 16		\$4,725.00								13	

# Buy Detail Report

Revision #: Date: 8/23/2016

Client: Ben McAdams for Salt Lake County Mayor  
 Media: TV  
 Product: Mayor  
 Market: Salt Lake City-Ogden  
 Primary Demo: Adults 21+  
 Separation between spots: 15

Estimate: 1480  
 Flight Start Date: 9/12/2016 03:00 AM  
 Flight End Date: 11/13/2016 02:59 AM  
 Buyer: Peggy Conway

Vendor: KSTU-TV  
 5020 West Amelia Earhart Dr.  
 Salt Lake City, UT 84116  
 Phone: 801-536-1341 O

Estimate Comments: THIS SCHEDULE ENDS ON NOV 8 AT 9AM

Daypart Program	Daypart Code	STN Gross	Dur	Wks	9/12	9/19	10/17	10/31	11/7	Total Spots	Adults 21+ Rtg/CPP
KSTU-TV	NOV 16	\$6,775.00								18	
	Total Cost:	\$19,750.00								53	
Market Totals:				Total Spots:	11	11	13	13	5	53	
				Total GRP/GIMP(000):	36.3	36.3	42.7	42.7	16.4		174.4
				Total CPP/CPM:							\$113.25
	Total Cost:	\$19,750.00								53	
Market Monthly Summary											
	SEP 16	\$8,250.00								22	
	OCT 16	\$4,725.00								13	
	NOV 16	\$6,775.00								18	
	Total Cost:	\$19,750.00								53	
All Market Monthly Summary											
	SEP 16	\$8,250.00								22	
	OCT 16	\$4,725.00								13	
	NOV 16	\$6,775.00								18	
	Total Cost:	\$19,750.00								53	