

Buy Detail Report

8/14/2018

Client: SUE MAXWELL BARNES
 Media: TV
 Product: PRIMARY
 Flight Date: 08/27/2018 - 09/16/2018
 Market/System: Buffalo-Niagara Falls

Survey: Sep18 Proj (Sep17 HUT, Jun18 SHR) DMA Nielsen Live+SD
 Buyer: Debra Horn Stachura
 Buyer Email: Deb@BuffaloAdvertising.com

# of SPOTS PER WEEK										
Station	Afil	Day	DP	Time	Program	Dur	8/27 9/2	9/3 9/9	9/10 9/16	Notes
WNLO-TV	CW	Th-F	EM	7:00a-9:00a	WAKE UP	30	3	0	0	
	CW	M-F	EN	7:00a-9:00a	WAKE UP	30	0	5	0	
	CW	M-Th	EM	7:00a-9:00a	WAKE UP	30	0	0	4	
	CW	Th-Su	RT	10:00p-11:00p	NEWS 4 @ 10	30	4	0	0	
	CW	M-F	PT	10:00p-11:00p	NEWS 4 @ 10	30	0	5	0	
	CW	M-W	PT	10:00p-11:00p	NEWS 4 @ 10	30	0	0	3	
Station Total:							7	10	7	
Spots Per Week							925	1,250	825	
Cost Per Week										
SCHEDULE TOTALS										
TOTAL SPOTS										24
TOTAL COST										\$3,000.00
TOTAL Women 50-64 Reach Pct/Frequency										98 1%/0 8
TOTAL Women 50+ Reach Pct/Frequency										98 9%/0 7
TOTAL Men 50-64 Reach Pct/Frequency										94 7%/0 9

Station Total:

Spots Per Week

Cost Per Week

SCHEDULE TOTALS

TOTAL SPOTS

TOTAL COST

TOTAL Women 50-64 Reach Pct/Frequency

TOTAL Women 50+ Reach Pct/Frequency

TOTAL Men 50-64 Reach Pct/Frequency