

Buy Detail Report

ESTIMATE #/CLIENT NAME CHANGE
ONLY; DO NOT DOUBLE BOOK

Date: 9/6/2018
12:13 PM

Client: Right Direction Wisconsin PAC
Media: TV
Product: RDW PAC
Primary Demo: Adults 35+

Description: **ESTIMATE #2648**
Flight Start Date: 09/03/2018
Flight End Date: 09/16/2018
Survey: Nov17 DMA Nielsen Live+1

Owner: Gray Television
Vendor: WEAU-TV
1907 S Hastings Way
Eau Claire, WI 54701-4551

Send Billing To:

Phone: 715-835-1313
Fax: 715-832-0246

Affiliation: NBC

JAMI

Comments: **THIS USED TO BE ESTIMATE #2371; THIS IS JUST AN ESTIMATE # AND CLIENT NAME CHANGE; DO NOT DOUBLE BOOK**

Market/System: La Crosse

Daypart Program	Daypart Code	STN Gross	Dur	Wks 9/3 9/10	Total Spots	Adults 35+ Rtg/CPP
WEAU-TV						
MTuWThF 6:00a-7:00a WEAU HELLO WISCONSIN 6A	EM	\$500.00	30	2	2	2.4 \$208.33
MTuWThF 7:00a-9:00a TODAY SHOW	EM	\$500.00	30	2	2	4.2 \$119.05
MTuWThF 9:00a-10:00a MEGYN KELLY TODAY	DT	\$300.00	30	2	2	2.4 \$125.00
MTuWThF 12:00p-12:30p WEAU13 NEWS AT NOON	DT	\$200.00	30	2	2	4.7 \$42.55
MTuWThF 12:30p-1:30p DAYS-OUR LIVES	DT	\$230.00	30	2	2	3.3 \$69.70
MTuWThF 4:30p-5:00p JEOPARDY	EF	\$180.00	30	2	2	5.2 \$34.62
MTuWThF 5:00p-5:30p WEAU13 NWS-5PM	EN	\$550.00	30	2	2	6.6 \$83.33
MTuWThF 6:00p-6:30p WEAU13 NWS-6PM	EN	\$900.00	30	2	2	8.7 \$103.45
MTuWThF 6:30p-7:00p WHEEL OF FORTUNE	PA	\$1,000.00	30	2	2	11.0 \$90.91
MTuWThF 10:00p-10:35p WEAU 13 NEWS@TEN M-F	LN	\$850.00	30	2	2	4.2 \$202.38
MTuWThF 10:35p-11:35p TONITE SHOW W/ JIMMY FALLON	LF	\$260.00	30	2	2	1.7 \$152.94

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FLIGHT SAT 9/8 - TUES 9/11

Market/System: La Crosse

Daypart Program	Daypart Code	STN Gross	Dur	Wks 9/3 9/10	Total Spots	Adults 35+ Rtg/CPP
WEAU-TV						
Sa 7:00a-9:00a SATURDAY TODAY	WK	\$260.00	30	2	2	3.6 \$72.22
Sa 6:00p-6:30p WEAU13 NWS-6PM	WK	\$300.00	30	1	1	3.9 \$76.92
Sa 6:30p-7:00p WHEEL OF FORTUNE SAT	WK	\$450.00	30	1	1	5.9 \$76.27
Sa 10:00p-10:30p WEAU 13 NEWS@TEN-SAT	WK	\$600.00	30	1	1	3.9 \$153.85
Sa 10:30p-12:00a SAT NITE LIVE	WK	\$450.00	30	1	1	2.7 \$166.67
Su 10:00p-10:35p WEAU 13 NEWS@TEN-SUN	WK	\$900.00	30	1	1	4.2 \$214.29
Total Spots: 7 22					29	136.6
Total GRP/GIMP(000): 27,8108.8						
Total CPP/CPM:						\$103.66
Total Cost:		\$14,160.00				

Disclaimer:

Signature:

Signature indicates order is BOOKED and CONFIRMED