

WOC11790295 [00.00]

Order Printout



Order Status: New	Start/End Dates: 09/10/18 - 09/16/18	C/P/E: 1308 / 1969 / 5618
Traffic #:	Agency: Strategic Media Placement	Product Desc.: TV
Buyer Order #: 7719147	Advertiser: KY CD 6 - ANDY BARR - 2018	Estimate Desc.: KY CD6 - ANDY BARR - TV - 9.10-9.16 - ADDITION
AE: Unassigned (Benita Tucker)	Buyer:	Total Cost: \$10,850.00 (Cash)
Property: WKYT TV	Primary Demo: Adults 35+ (RTG)	Received Date: 9/07/18 9:35 AM
Sales Region: Local		

Comments:

Separation: 30

List Items							Spots												Totals		Adults 35+		
Line	Program	ST	Len	Time	Days	Rate	Sep 10												Total Spots	Total Cost	RTG	GRP	CPP
1	WKYT This Morning at 6a	NM	:30	6:00 AM-7:00 AM	MTWTF--	200.00	5												5	1,000.00	4.30	21.50	46.51
	(Program: WKYT This Morning at 6a)Q3																						
2	WKYT News at 5p	NM	:30	5:00 PM-5:30 PM	MTWTF--	230.00	5												5	1,150.00	6.30	31.50	36.51
	(Program: WKYT News at 5p)Q3																						
3	WKYT News at 530p	NM	:30	5:30 PM-6:00 PM	MTWTF--	250.00	5												5	1,250.00	6.20	31.00	40.32
	(Program: WKYT News at 530p)Q3																						
4	WKYT News at 6p	NM	:30	6:00 PM-6:30 PM	MTWTF--	360.00	5												5	1,800.00	9.60	48.00	37.50
	(Program: WKYT News at 6p)Q3																						
5	WKYT News at 11p	NM	:30	11:00 PM-11:35 PM	MTWTF--	240.00	5												5	1,200.00	3.69	18.45	65.04
	(Program: WKYT News at 11p)Q3																						
6	CBS Evening News	NM	:30	6:30 PM-7:00 PM	M-W-F--	1,250.00	3												3	3,750.00	7.17	21.51	174.34
	(Program: CBS Evening News)Q3																						
7	WKYT News at 7p- Sat	NM	:30	7:00 PM-7:30 PM	---S-	175.00	1												1	175.00	2.46	2.46	71.14
	(Program: WKYT News at 7p- Sat)Q3																						
8	Jeopardy Saturday	NM	:30	7:30 PM-8:00 PM	---S-	130.00	1												1	130.00	2.97	2.97	43.77
	(Program: Jeopardy Saturday)Q3																						
9	WKYT News at 11p- Sat	NM	:30	11:00 PM-11:35 PM	-----S-	175.00	1												1	175.00	2.66	2.66	65.79
	(Program: WKYT News at 11p- Sat)Q3																						
10	WKYT This Morning- Sun 7a	NM	:30	7:00 AM-8:00 AM	-----S	120.00	1												1	120.00	0.92	0.92	130.43
	(Program: WKYT This Morning- Sun 7a)Q3																						

Generated Date: 9/07/18 9:37 AM

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List Items							Spots												Totals		Adults 35+		
Line	Program	ST	Len	Time	Days	Rate	Sep 10												Total Spots	Total Cost	RTG	GRP	CPP
11	WKYT This Morning- Sun 8a	NM	:30	8:00 AM-9:00 AM	---S	100.00	1												1	100.00	3.58	3.58	27.93
(Program: WKYT This Morning- Sun 8a)Q3																							
Spot Totals:							33												33	\$10,850.00		184.55	
Adults 35+ GRP:							184.55																

MONTH	SPOTS	COST	GRP	MONTH	SPOTS	COST	GRP
September	33	\$10,850.00	184.55				