

Alvarado WKYT 4th Qtr

Date: 8/10/2018

Client: N/A
Media: TV
Product: N/A

Flight Start Date: 09/17/2018
Flight End Date: 11/11/2018
Survey: Nov17 DMA Nielsen Live+1
Buyer: Sarah Burton
Email: sarah.schardein@gmail.com

Vendor: WKYT-TV

Send Billing To:

Affiliation: CBS

Market/System: Lexington-Fayette

Daypart Program	Daypart Code	STN Gross	Dur	Wks							Total Spots
				10/1	10/8	10/15	10/22	10/29	11/5		
WKYT-TV											
MTuWThF 5:00a- 5:30a WKYT-MORN-5AM	RT	\$90.00	30	3	3	3	3	3	3	0	15
MTu 5:00a- 5:30a WKYT-MORN-5AM	RT	\$90.00	30	0	0	0	0	0	0	2	2
MTuWThF 5:30a- 6:00a WKYT-MORN-530A	RT	\$130.00	30	3	3	3	3	3	3	0	15
MTu 5:30a- 6:00a WKYT-MORN-530A	RT	\$130.00	30	0	0	0	0	0	0	2	2
MTuWThF 6:00a- 7:00a WKYT-MORN-6AM	EM	\$250.00	30	3	3	3	3	3	3	0	15
MTu 6:00a- 7:00a WKYT-MORN-6AM	EM	\$250.00	30	0	0	0	0	0	0	2	2
MTuWThF 12:00p- 1:00p WKYT NEWS-NOON/WKYT NWS-1230P	DT	\$160.00	30	3	3	3	3	3	3	0	15
MTu 12:00p- 1:00p WKYT NEWS-NOON/WKYT NWS-1230P	DT	\$160.00	30	0	0	0	0	0	0	2	2
MTuWThF 5:00p- 5:30p WKYT NEWS-5PM	EN	\$250.00	30	3	3	3	3	3	3	0	15
M 5:00p- 5:30p WKYT NEWS-5PM	EN	\$250.00	30	0	0	0	0	0	0	1	1
MTuWThF 5:30p- 6:00p WKYT NEWS-530P	EN	\$260.00	30	3	3	3	3	3	3	0	15
M 5:30p- 6:00p WKYT NEWS-530P	EN	\$260.00	30	0	0	0	0	0	0	1	1
MTuWThF 6:00p- 6:30p WKYT NEWS-6PM	RT	\$450.00	30	2	2	2	2	3	3	0	11
M 6:00p- 6:30p WKYT NEWS-6PM	RT	\$450.00	30	0	0	0	0	0	0	1	1
MTuWThF 11:00p-11:30p WKYT NWS-11PM<	RT	\$250.00	30	3	3	3	3	3	3	0	15
M 11:00p-11:30p	RT	\$250.00	30	0	0	0	0	0	0	1	1

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Daypart Program	Daypart Code	STN Gross	Dur	Wks	10/1	10/8	10/15	10/22	10/29	11/5	Total Spots
WKYT-TV											
WKYT NWS-11PM											
Sa 6:00a- 7:00a	RT	\$80.00	30	1	1	1	1	1	1	0	5
WKYT-MORN-6AM											
Sa 7:00a- 8:00a	RT	\$120.00	30	1	1	1	1	1	1	0	5
WKYT-MORN-7AM											
Sa 8:00a-10:00a	RT	\$140.00	30	1	1	1	1	1	1	0	5
CBS THS MRN:SA											
Su 9:00a-10:30a	RT	\$260.00	30	1	1	1	1	1	1	0	5
SUNDAY MRN-CBS											
Su 10:30a-11:30a	RT	\$120.00	30	1	1	1	1	1	1	0	5
FACE NATN-CBS/FACE NATN2-CBS											
			Total Spots:	28	28	28	28	29	12		153
Total Cost:		\$31,870.00									153

Signature: _____

Disclaimer:

Summary by Station

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Market/System: Lexington-Fayette

Station	Total Spots	STN Gross	PCT
WKYT-TV	153	\$31,870.00	100%
Market Total:	153	\$31,870.00	