

# Springfield Est 8676 Mar 28-Apr 5 KSPR revised rates



Client Nam NRA-ILA  
 Product 2017  
 Sched Date 03/28/17 03:00AM - 04/05/17 02:59AM  
 Estimate # 8676  
 Primary De Adults 35-64

All-Wks Avrg

|  | Notes | Unit \$ | DP Code | Unit Tot | Start Date | End Date | Day 1<br>Tue<br>3/28<br>'17 | Day 2<br>Wed<br>3/29<br>'17 | Day 3<br>Thu<br>3/30<br>'17 | Day 4<br>Fri<br>3/31<br>'17 | Day 5<br>Sat<br>4/1<br>'17 | Day 6<br>Sun<br>4/2<br>'17 | Day 7<br>Mon<br>4/3<br>'17 | Day 8<br>Tue<br>4/4<br>'17 | Day 9<br>Wed<br>4/5<br>'17 |
|--|-------|---------|---------|----------|------------|----------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| <b>Total</b>   |       |         |         | 51       |            |          |                             |                             |                             |                             |                            |                            |                            |                            |                            |
| Springfield, MO Feb17 Proj.<br>(Feb16 HUT, May16 SHR)<br>DMA Nielsen Live1 |       |         |         | 51       |            |          |                             |                             |                             |                             |                            |                            |                            |                            |                            |
| <b>KSPR-TV</b>   |       |         |         | 13       |            |          |                             | 2                           | 2                           | 3                           |                            |                            | 2                          | 2                          | 2                          |
| M-F 6a-7a  |       | 510     | EM      | 5        |            |          |                             | 1                           | 1                           |                             |                            |                            | 1                          | 1                          | 1                          |
| M-F 5a-6a  |       | 440     | EM      | 1        |            |          |                             | 1                           |                             |                             |                            |                            |                            |                            |                            |
| M-F 11a-11:30a   |       | 445     | DT      | 1        |            |          |                             |                             | 1                           |                             |                            |                            |                            |                            |                            |
| M-F 6p-6:30p   |       | 550     | EN      | 6        |            |          |                             | 1                           | 1                           | 1                           |                            |                            | 1                          | 1                          | 1                          |

| Day 1 - Day 9  |            |             |             |
|----------------|------------|-------------|-------------|
| Adults 35-64   |            |             |             |
| Prog Name      | Rtg        | GRP         | Tot \$      |
|                |            |             |             |
|                |            |             |             |
| <b>ABC</b>     | <b>2.8</b> | <b>35.8</b> | <b>6735</b> |
| KSPR MORN NWS  | 2.7        | 13.5        | 2550        |
| KSPR MRN NWS-A | 1.5        | 1.5         | 440         |
| KSPR NEWS @ 11 | 1.6        | 1.6         | 445         |
| KSPR NEWS @ 6  | 3.2        | 19.2        | 3300        |