

WOC10483067 [00.00]

Order Printout



Order Status:	Opened-New	Start/End Dates:	10/31/16 - 11/06/16	C/P/E:	3 / 3 / 44
Traffic #:		Agency:	Axiom Strategies	Product Desc.:	2016 General Ballot
Buyer Order #:	5455326	Advertiser:	3 - MPCA PAC	Estimate Desc.:	2016 General Ballot -TV Persuadables 10/31-11/6
AE:	Unassigned (Natalie Murphy)	Buyer:		Total Cost:	\$91,125.00 (Cash)
Property:	KYTV TV	Primary Demo:	Adults 35+ (RTG)	Received Date:	10/05/16 11:01 AM

Comments:

Estimate numbers must be included on the invoice. Separation: 30

List Items							Spots											Totals		Adults 35+			Women 18-54		
Line	Program	ST	Len	Time	Days	Rate	Oct 31											Total Spots	Total Cost	RTG	GRP	CPP	RTG	GRP	CPP
1	TODAY SHOW	NM	:30	7:00 AM-8:00 AM	MTWTF--	2,545.00	10											10	25,450.00	11.10	111.00	229.28	6.10	61.00	417.21
	(Program: TODAY SHOW)May-2016LP-Nov-2015LP																								
2	OZARKS TODAY	NM	:30	6:00 AM-7:00 AM	MTWTF--	2,580.00	5											5	12,900.00	10.30	51.50	250.49	6.60	33.00	390.91
	(Program: OZARKS TODAY)May-2016LP-Nov-2015LP																								
3	KY3 NEWS @ 5PM - M-F	NM	:30	5:00 PM-5:30 PM	MTWTF--	2,710.00	5											5	13,550.00	11.30	56.50	239.82	5.70	28.50	475.44
	(Program: KY3 NEWS @ 5PM -M-F)May-2016LP-Nov-2015LP																								
4	KY3 NEWS @ 6PM - M-F	NM	:30	6:00 PM-6:30 PM	MTWTF--	3,015.00	5											5	15,075.00	18.50	92.50	162.97	9.30	46.50	324.19
	(Program: KY3 NEWS @ 6PM -M-F)May-2016LP-Nov-2015LP																								
5	WHEEL OF FORTUNE	NM	:30	6:30 PM-7:00 PM	MTWTF--	2,925.00	5											5	14,625.00	17.00	85.00	172.06	8.50	42.50	344.12
	(Program: WHEEL OF FORTUNE)May-2016LP-Nov-2015LP																								
6	KY3 NEWS @ 10PM M-F	NM	:30	10:00 PM-10:35 PM	MTWTF--	3,175.00	3											3	9,525.00	12.70	38.10	250.00	9.00	27.00	352.78
	(Program: KY3 NEWS @ 10PM M-F)May-2016LP-Nov-2015LP																								
Spot Totals:							33											33	\$91,125.00		434.60			238.50	
Adults 35+ GRP:							434.60																		
Women 18-54 GRP:							238.50																		

MONTH	SPOTS	COST	GRP	MONTH	SPOTS	COST	GRP
November	33	\$91,125.00	434.60				