

WOC10482709 [00.00]

Order Printout



Order Status: Opened-New

Start/End Dates: 10/10/16 - 10/16/16

C/P/E: 3 / 3 / 41

Traffic #:

Agency: Axiom Strategies

Product Desc.: 2016 General Ballot

Buyer Order #: 5453902

Advertiser: 3 - MPCA PAC

Estimate Desc.: 2016 General Ballot -TV Persuadables 10/10-10/16

AE: Natalie Murphy

Buyer:

Total Cost: \$75,820.00 (Cash)

Property: KYTV TV

Primary Demo: Adults 35+ (RTG)

Received Date: 10/04/16 6:44 PM

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 10											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	5											5	12,725.00	11.10	55.50	229.28	6.10	30.50	417.21
	(Program: TODAY SHOW)May-2016LP-Nov-2015LP																								
2	OZARKS TODAY	NM	:30	6:00 AM-7:00 AM	MTWTF--	2,580.00	4											4	10,320.00	10.30	41.20	250.49	6.60	26.40	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:							27											27	\$75,820.00		368.80			201.40	
Adults 35+ GRP:							368.80																		
Women 18-54 GRP:							201.40																		

MONTH	SPOTS	COST	GRP	MONTH	SPOTS	COST	GRP
October	27	\$75,820.00	368.80				