

WOC10474988 [00.00]

Order Printout



Order Status:	Opened-New	Start/End Dates:	10/13/16 - 10/19/16	C/P/E:	1198 / 1801 / 4771
Traffic #:		Agency:	Strategic Media Placement	Product Desc.:	TV
Buyer Order #:	5413071	Advertiser:	1198 - NRSC - MO - 2016	Estimate Desc.:	NRSC MO 10.13-10.19 Springfield
AE:	Unassigned (Natalie Murphy)	Buyer:		Total Cost:	\$52,930.00 (Cash)
Property:	KYTV TV	Primary Demo:	Adults 35+ (RTG)	Received Date:	9/21/16 11:18 AM

Comments:

NRSC MOSpringfield10.13-10.19NAB, Traffic, Check Copies via EmailSeparation: 30

List Items							Spots												Totals		Adults 35+		
Line	Program	ST	Len	Time	Days TFSSMTW	Rate	Oct 13												Total Spots	Total Cost	RTG	GRP	CPP
1	OZARKS TODAY	NM	:30	6:00 AM-7:00 AM	-F-----	2,580.00	1											1	2,580.00	10.30	10.30	250.49	
	(Program: OZARKS TODAY)May-2016LP-Nov-2015LP																						
2	TODAY SHOW	NM	:30	7:00 AM-9:00 AM	-----T-	2,500.00	1											1	2,500.00	9.80	9.80	255.10	
	(Program: TODAY SHOW)May-2016LP-Nov-2015LP																						
2	TODAY SHOW	NM	:30	7:00 AM-9:00 AM	T-----	2,500.00	1											1	2,500.00	9.80	9.80	255.10	
	(Program: TODAY SHOW)May-2016LP-Nov-2015LP																						
3	KY3 NEWS @ 5PM -M-F	NM	:30	5:00 PM-5:30 PM	-----W	2,710.00	1											1	2,710.00	11.30	11.30	239.82	
	(Program: KY3 NEWS @ 5PM -M-F)May-2016LP-Nov-2015LP																						
3	KY3 NEWS @ 5PM -M-F	NM	:30	5:00 PM-5:30 PM	-F-----	2,710.00	1											1	2,710.00	11.30	11.30	239.82	
	(Program: KY3 NEWS @ 5PM -M-F)May-2016LP-Nov-2015LP																						
4	NBC NIGHTLY NEWS	NM	:30	5:28 PM-6:00 PM	-----T-	3,090.00	1											1	3,090.00	14.00	14.00	220.71	
	(Program: NBC NIGHTLY NEWS)May-2016LP-Nov-2015LP																						
4	NBC NIGHTLY NEWS	NM	:30	5:28 PM-6:00 PM	T-----	3,090.00	1											1	3,090.00	14.00	14.00	220.71	
	(Program: NBC NIGHTLY NEWS)May-2016LP-Nov-2015LP																						
5	KY3 NEWS @ 6PM -M-F	NM	:30	6:00 PM-6:30 PM	----M--	3,015.00	1											1	3,015.00	18.50	18.50	162.97	
	(Program: KY3 NEWS @ 6PM -M-F)May-2016LP-Nov-2015LP																						
5	KY3 NEWS @ 6PM -M-F	NM	:30	6:00 PM-6:30 PM	-----W	3,015.00	1											1	3,015.00	18.50	18.50	162.97	
	(Program: KY3 NEWS @ 6PM -M-F)May-2016LP-Nov-2015LP																						
5	KY3 NEWS @ 6PM -M-F	NM	:30	6:00 PM-6:30 PM	T-----	3,015.00	1											1	3,015.00	18.50	18.50	162.97	
	(Program: KY3 NEWS @ 6PM -M-F)May-2016LP-Nov-2015LP																						
5	KY3 NEWS @ 6PM -M-F	NM	:30	6:00 PM-6:30 PM	-F-----	3,015.00	1											1	3,015.00	18.50	18.50	162.97	
	(Program: KY3 NEWS @ 6PM -M-F)May-2016LP-Nov-2015LP																						

List Items							Spots												Totals		Adults 35+		
Line	Program	ST	Len	Time	Days TFSSMTW	Rate	Oct 13											Total Spots	Total Cost	RTG	GRP	CPP	
6	KY3 NEWS @ 10PM M-F	NM	:30	10:00 PM-10:35 PM	----M--	3,175.00	1											1	3,175.00	12.70	12.70	250.00	
(Program: KY3 NEWS @ 10PM M-F)May-2016LP-Nov-2015LP																							
6	KY3 NEWS @ 10PM M-F	NM	:30	10:00 PM-10:35 PM	-----W	3,175.00	1											1	3,175.00	12.70	12.70	250.00	
(Program: KY3 NEWS @ 10PM M-F)May-2016LP-Nov-2015LP																							
6	KY3 NEWS @ 10PM M-F	NM	:30	10:00 PM-10:35 PM	T-----	3,175.00	1											1	3,175.00	12.70	12.70	250.00	
(Program: KY3 NEWS @ 10PM M-F)May-2016LP-Nov-2015LP																							
7	CHICAGO P.D.	NM	:30	9:00 PM-10:00 PM	-----W	2,650.00	1											1	2,650.00	7.30	7.30	363.01	
(Program: CHICAGO P.D.)May-2016LP-Nov-2015LP																							
8	THE BLACKLIST	NM	:30	9:00 PM-10:00 PM	T-----	2,805.00	1											1	2,805.00	6.40	6.40	438.28	
(Program: THE BLACKLIST)May-2016LP-Nov-2015LP																							
9	SAT OZARKS TODAY	NM	:30	7:00 AM-8:00 AM	--S----	2,360.00	1											1	2,360.00	9.20	9.20	256.52	
(Program: SAT OZARKS TODAY)May-2016LP-Nov-2015LP																							
10	NFL REG SEASON- IN GAME BREAK	NM	:30	7:15 PM-9:45 PM	---S---	4,350.00	1											1	4,350.00	4.50	4.50	966.67	
(Program: NFL REG SEASON- IN GAME BREAK)May-2016LP-Nov-2015LP																							
Spot Totals:							18											18	\$52,930.00		220.00		
Adults 35+ GRP:							220.00																

MONTH	SPOTS	COST	GRP	MONTH	SPOTS	COST	GRP
October	18	\$52,930.00	220.00				