

# WOC10473720 [00.00]

Order Printout



Order Status:	Opened-New	Start/End Dates:	09/22/16 - 09/28/16	C/P/E:	1198 / 1801 / 4761
Traffic #:	5408650	Agency:	Strategic Media Placement	Product Desc.:	TV
Buyer Order #:	5408650	Advertiser:	1198 - NRSC - MO - 2016	Estimate Desc.:	NRSC MO Broadcast Springfield 9.22-9.28
AE:	Natalie Murphy	Buyer:		Total Cost:	\$49,330.00 (Cash)
Property:	KYTV TV	Primary Demo:	Adults 35+ (RTG)	Received Date:	9/20/16 10:00 AM

Comments:

NRSC MOSPRINGFIELD9.22-9.28NAB, Traffic, Check Copies via EmailSeparation: 30

List Items							Spots												Totals		Adults 35+		
Line	Program	ST	Len	Time	Days TFSSMTW	Rate	Sep 22												Total Spots	Total Cost	RTG	GRP	CPP
1	OZARKS TODAY EARLY II	NM	:30	5:30 AM-6:00 AM	----M--	2,385.00	1											1	2,385.00	4.30	4.30	554.65	
	(Program: OZARKS TODAY EARLY II)May-2016LP-Nov-2015LP																						
1	OZARKS TODAY EARLY II	NM	:30	5:30 AM-6:00 AM	T-----	2,385.00	1											1	2,385.00	4.30	4.30	554.65	
	(Program: OZARKS TODAY EARLY II)May-2016LP-Nov-2015LP																						
2	TODAY SHOW	NM	:30	7:00 AM-9:00 AM	----M--	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																						
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	-F-----	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	-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	-----W	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																						
6	WHEEL OF FORTUNE	NM	:30	6:30 PM-7:00 PM	-----T-	2,925.00	1											1	2,925.00	17.00	17.00	172.06	
	(Program: WHEEL OF FORTUNE)May-2016LP-Nov-2015LP																						



List Items							Spots													Totals		Adults 35+		
Line	Program	ST	Len	Time	Days TFSSMTW	Rate	Sep 22												Total Spots	Total Cost	RTG	GRP	CPP	
6	WHEEL OF FORTUNE	NM	:30	6:30 PM-7:00 PM	T-----	2,925.00	1											1	2,925.00	17.00	17.00	172.06		
(Program: WHEEL OF FORTUNE)May-2016LP-Nov-2015LP																								
7	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																								
7	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																								
8	THE VOICE	NM	:30	7:00 PM-8:00 PM	-----T-	3,205.00	1											1	3,205.00	12.70	12.70	252.36		
(Program: THE VOICE)May-2016LP-Nov-2015LP																								
9	CHICAGO MED	NM	:30	8:00 PM-9:00 PM	T-----	2,900.00	1											1	2,900.00	11.70	11.70	247.86		
(Program: CHICAGO MED)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:							17											17	\$49,330.00		193.90			
Adults 35+ GRP:							193.90																	

MONTH	SPOTS	COST	GRP	MONTH	SPOTS	COST	GRP
September	17	\$49,330.00	193.90				